ART & INDEPENDENCE IS LOVE . ART AND INDEPENDENCE EQUALS LOVE . ART & INDEPENDENCE IS LOVE . ART INDEPENDENCE . LOVE ART & INDEPENDENCE EQUALS LOVE . ART & INDEPENDENCE IS LOVE . ART INDEPENDENCE IS LOVE . ART AND INDEPENDENCE . LOVE ART & INDEPENDENCE EQUALS LOVE . ART & INDEPENDENCE IS LOVE . ART INDEPENDENCE IS LOVE . ART AND INDEPENDENCE

YZYTV_10/13_INTERIORPG_200.indd 1 10/13/20 1:17 PM

YEEZY BOOST adidas







YZYTV_10/13_INTERIORPG_200.indd 2 10/13/20 1:17 PM

YZY
YZY



YZY
YZY

YZYTV_10/13_INTERIORPG_200.indd 3 10/13/20 1:17 PM

8 WITH CHILD

9 MERCEDES: THE FACE OF YZY

28 AVA DASH: INTERVIEW WITH DAMON DASH

38 THE BLACK GUNS: BAND ARTICLES

60 STONED: THE MOVIE

70 TRIGGERS

82 MEETING OF THE KNIGHTS OF MR. DASH

86 OSG: EDUCATING OUR YOUNG KINGS AND QUEENS

106 BEAT BUSINESS

116 [illegible]

118 KW IS YZY

126 RAQUEL M. HORN: EDITOR IN CHIEF

128 NICOLETTE: HEAD DESIGNER OF DAME DASH STUDIOS

130 MR. WEST, MEET THE DESIGNERS

132 VANESSA BEECROFT: CLASSICAL MEETS CONTEMPORARY

134 HEAVY MACHINERY

138 HORSE POWER

140 CODY, WYOMING

2:11 PM
Mercedes Maxwell
West Lake, Cody, WY

YZYTV_10/13_INTERIORPG_200.indd 4 10/13/20 1:17 PM

CONTENTS

VOL. 1:

CHAIRMAN, PUBLISHER:
Damon Dash

EDITOR-IN-CHIEF:
Raquel M. Horn

CREATIVE DIRECTORS:
Alanna Grace Carroll, Jenni Zeller

COPY EDITOR:
Dr. Tyra Seldon, Ph.D

CONTRIBUTING WRITERS:
Alanna Grace Carroll, Akbar Cook, Dame Dash, Chingis Duisemaliyev, Nicolette Durham, Constance Goodwine-Lewis, Valor Gosch, Raquel M. Horn, Aneesha Jacko, Linda Marfisi, Deneise McKesey, Dennis B. McKesey, Taje Moreno, Bishop Pernell, Dr. Chris Pernell, Dr. Anissa Reilly, Dr. Malik A. Small, Jenni Zeller

CONTRIBUTING PHOTOGRAPHERS:
Alanna Grace Carroll, Dame Dash, Nicolette Durham, Valor Gosch, Raquel M. Horn, Jenni Zeller

A SPECIAL THANK YOU TO DAME DASH STUDIOS AND THE YEEZY STAFF

YZYTV_10/13_INTERIORPG_200.indd 5 10/13/20 2:11 PM

WITH CHILD



7:35 PM
Mercedes Maxwell
West Lake, Cody, WY

YZYTV_10/13_INTERIORPG_200.indd 6 10/13/20 1:17 PM

7:18 PM
Mercedes Maxwell
West Lake, Cody, WY

AN EXCITING TALE

MERCEDES

HOW A BEAUTIFUL WOMAN WENT FROM REPAIRING CARS TO BEING THE FACE OF YEEZY

亲请亲

ソんソ大リ



PHOTOGRAPHY BY RAQUEL M. HORN

YZYTV_10/13_INTERIORPG_200.indd 7 10/13/20 1:17 PM



SHE used to work in an auto repair shop, but this beauty would not stay undiscovered for too long. Born and raised in Texas, she moved to Los Angeles to pursue her modeling career. She was immediately scooped up by Yeezy. This model is not scared to get her hands dirty and looks way too good doing it. Mercedes is making waves in the modeling world with her iconic look. She is a mix of Native American, Mexican, and Dutch ancestry. Keep an eye out for this supermodel.

8:03 PM
Mercedes Maxwell
West Lake, Cody, WY

YZYTV_10/13_INTERIORPG_200.indd 8 10/13/20 1:17 PM

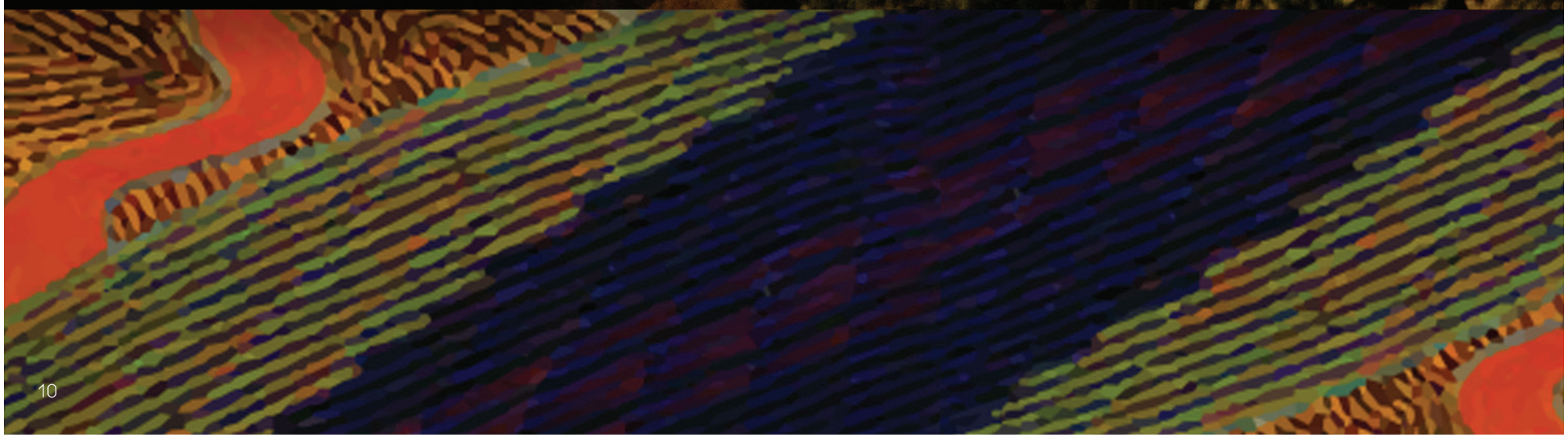


8:13 PM
Mercedes Maxwell
West Lake, Cody, WY

YZYTV_10/13_INTERIORPG_200.indd 9 10/13/20 1:17 PM



10:44 PM
Mercedes Maxwell
West Lake, Cody, WY



YZYTV_10/13_INTERIORPG_200.indd 10 10/13/20 1:18 PM



亲请亲

11:01 PM
Mercedes Maxwell
West Lake, Cody, WY

YZYTV_10/13_INTERIORPG_200.indd 11 10/13/20 1:18 PM



YZYTV_10/13_INTERIORPG_200.indd 12 10/13/20 1:18 PM



7:02 PM
Mercedes Maxwell
West Lake, Cody, WY

YZYTV_10/13_INTERIORPG_200.indd 13 10/13/20 1:18 PM



2:19 PM
Mercedes Maxwell
West Lake, Cody, WY

YZYTV_10/13_INTERIORPG_200.indd 14 10/13/20 1:18 PM



6:53 PM
Mercedes Maxwell
West Lake, Cody, WY

ソエソ大リ

YZYTV_10/13_INTERIORPG_200.indd 15 10/13/20 1:18 PM



7:21 PM
Mercedes Maxwell
West Lake, Cody, WY

YZYTV_10/13_INTERIORPG_200.indd 16 10/13/20 1:18 PM



7:33 PM
Mercedes Maxwell
West Lake, Cody, WY

YZYTV_10/13_INTERIORPG_200.indd 17 10/13/20 1:18 PM



1:27 PM
Mercedes Maxwell
West Lake, Cody, WY

YZYTV_10/13_INTERIORPG_200.indd 18 10/13/20 1:18 PM



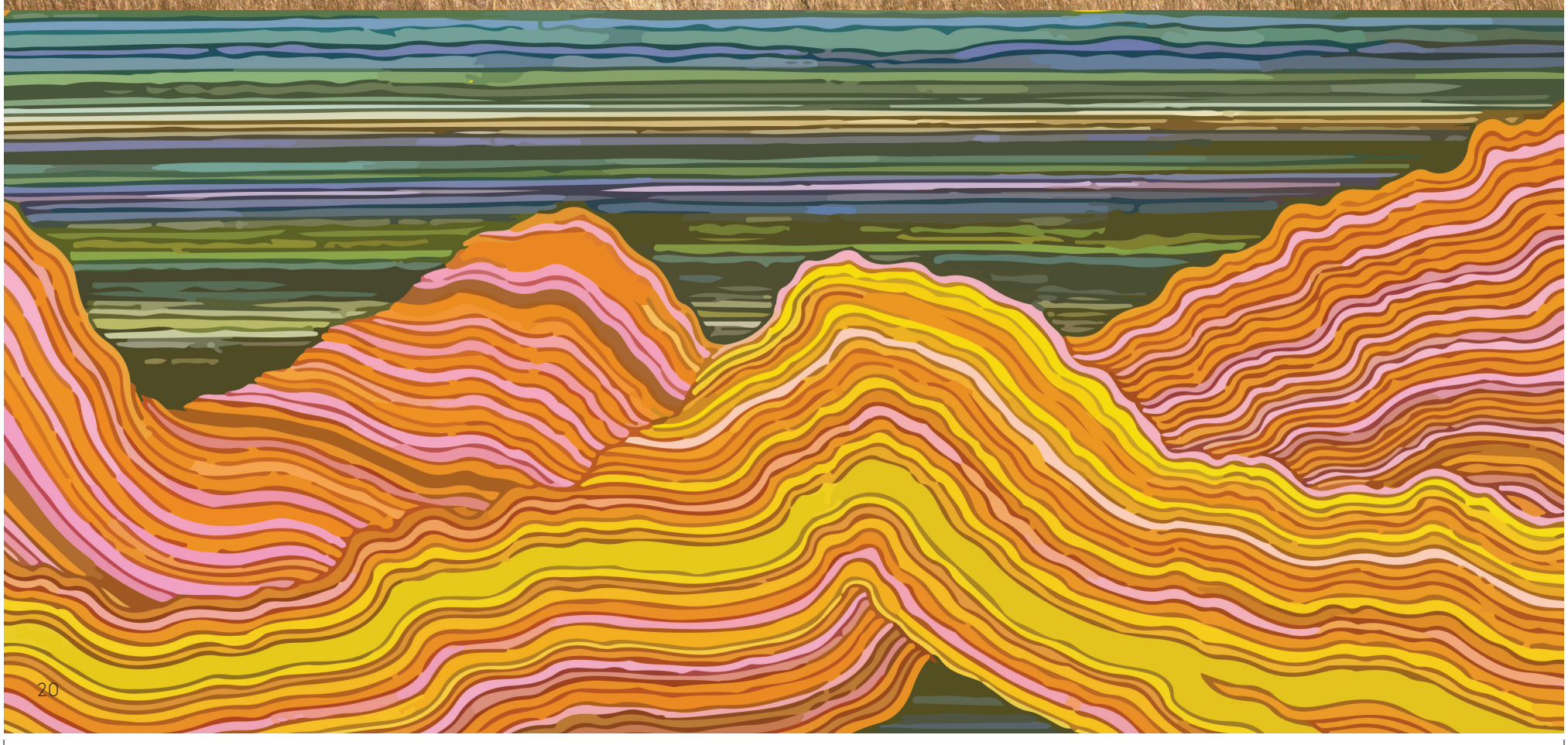
3:23 PM
Mercedes Maxwell
West Lake, Cody, WY

YZYTV_10/13_INTERIORPG_200.indd 19 10/13/20 1:18 PM



1:12 PM
Mercedes Maxwell
West Lake, Cody, WY





YZYTV_10/13_INTERIORPG_200.indd 20 10/13/20 1:18 PM



12:59 PM
Mercedes Maxwell
West Lake, Cody, WY

YZYTV_10/13_INTERIORPG_200.indd 21 10/13/20 1:18 PM



8:24 PM
Mercedes Maxwell
West Lake, Cody, WY

YZYTV_10/13_INTERIORPG_200.indd 22 10/13/20 1:18 PM

亲请亲



10:01 PM
Mercedes Maxwell, Kanye West
West Lake, Cody, WY

YZYTV_10/13_INTERIORPG_200.indd 23 10/13/20 1:19 PM



YEEZY GAP

YZYTV_10/13_INTERIORPG_200.indd 24 10/13/20 1:19 PM



7:49 PM
Mercedes Maxwell
West Lake, Cody, WY

YZYTV_10/13_INTERIORPG_200.indd 25 10/13/20 1:19 PM



1:22 PM
Ava Dash, Mercedes Maxwell
West Lake Cody, WY

WITH CHILD

YZYTV_10/13_INTERIORPG_200.indd 26 10/13/20 1:19 PM



2:56 PM
Ava Dash
West Lake Cody, WY

YZYTV_10/13_INTERIORPG_200.indd 27 10/13/20 1:19 PM



YZYTV_10/13_INTERIORPG_200.indd 28 10/13/20 1:19 PM



1:32 PM
Ava Dash
West Lake, Cody, WY

YZYTV_10/13_INTERIORPG_200.indd 29 10/13/20 1:19 PM



3:06 PM
Ava Dash
West Lake Cody, WY

YZYTV_10/13_INTERIORPG_200.indd 30 10/13/20 1:19 PM



YZYTV_10/13_INTERIORPG_200.indd 31 10/13/20 1:19 PM



10:51 PM
Ava Dash
West Lake, Cody, WY

YZYTV_10/13_INTERIORPG_200.indd 32 10/13/20 1:19 PM

AVA DASH
INTERVIEW WITH DAMON DASH

AS THE FATHER OF AVA DASH, WHAT WAS YOUR EXPERIENCE WATCHING AVA MODEL AND IT BEING FATHER-DAUGHTER TIME?

DAME: It was a dream come true watching my daughter's dreams come true, and I was able to be a part of it and experience it with her. So, it was like a double dream. Her dreams were coming true and mine was as well because I watched hers come true. So I appreciated it, every second of it. And during the time that we had to spend together all crashed up in one room, me, Raquel, Nicolette, and Ava, we had a ball every day. And you know, it doesn't matter what the circumstances are, we always have fun.

WAS THIS YOUR FIRST TIME GETTING TO SEE HER MODEL?

DAME: Yeah. I was also really impressed with her professionalism and how serious she took the art of modeling. You know, I've worked with people like, you know, Naomi Campbell and Giselle and I was like, damn, I didn't know you had to sit so still and how challenging it is. You mistakenly think it's just posing, but it is more. Ava respects the art of modeling and her professionalism impressed everyone. I was very proud of the way she conducted herself, and the way everyone responded to her effortlessly. I didn't have to tell her to do anything or how to act or anything. The next thing I know, she had her hair done and was shooting, and I had nothing to do with it. It just happened. She's just like her dad; she's crazy. You know, I see a lot of me in her, but I think she's better. Of course she is, she's a woman.

AS A FATHER, WHAT WERE SOME OF YOUR FAVORITE MOMENTS IN WATCHING YOUR DAUGHTER IN THIS EXPERIENCE?

DAME: One of my favorite moments is her and I getting in one of those four wheelers and us just driving around by ourselves that first day. I was just driving crazy, not like dangerous, but in the wrong places where it was real dusty and we just got covered in dust. But it was a really fun father-daughter moment on any level or any terms. I just had a ball hanging out with my daughter. We went to the lake, we just spent time chilling, it was like daddy-daughter day all over again. Do you know what I mean? I don't remember all of it but I did have some fun hanging out with my daughter.

I'm getting ready to go to bed and my daughter calls me, and since we're leaving the next day she's like, "It's the last night, we're all up in the kitchen!"

You know where the kids be hiding, you know, taking shots.

I'm like, "What? I'm tired!"

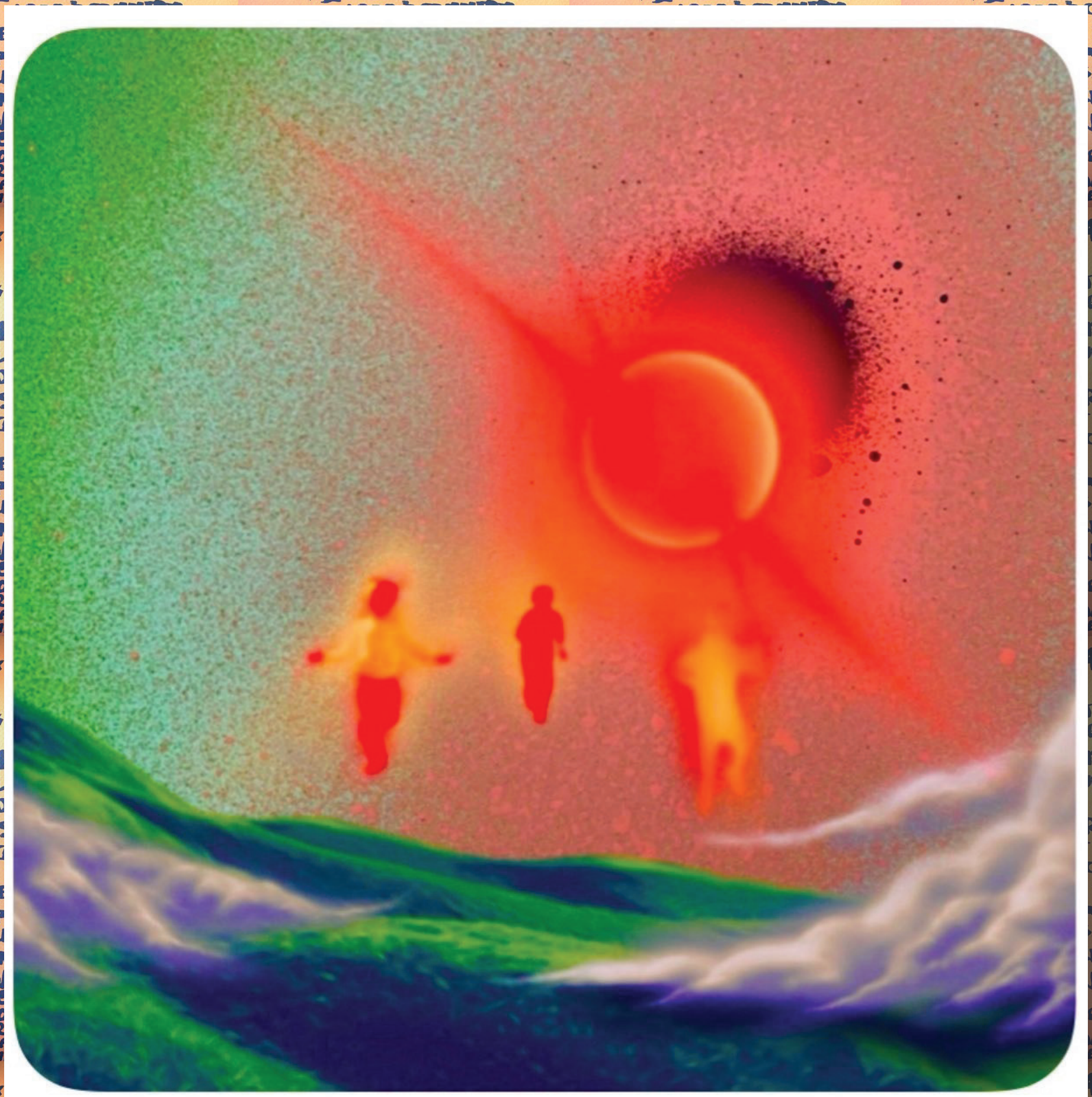
Ava's like, "*Come on!*"

I have to go, it's my daughter and the crew I've been working with the last couple of weeks, you know, Bu was there. He did some funny things. Aisha and her husband were there, and Nicolette was there. And we had a ball. Oh, even Lawrence was there, you know, not to snitch on anybody but I don't know if they're allowed to do that. But you know, we had fun. Hopefully, no one gets in trouble.

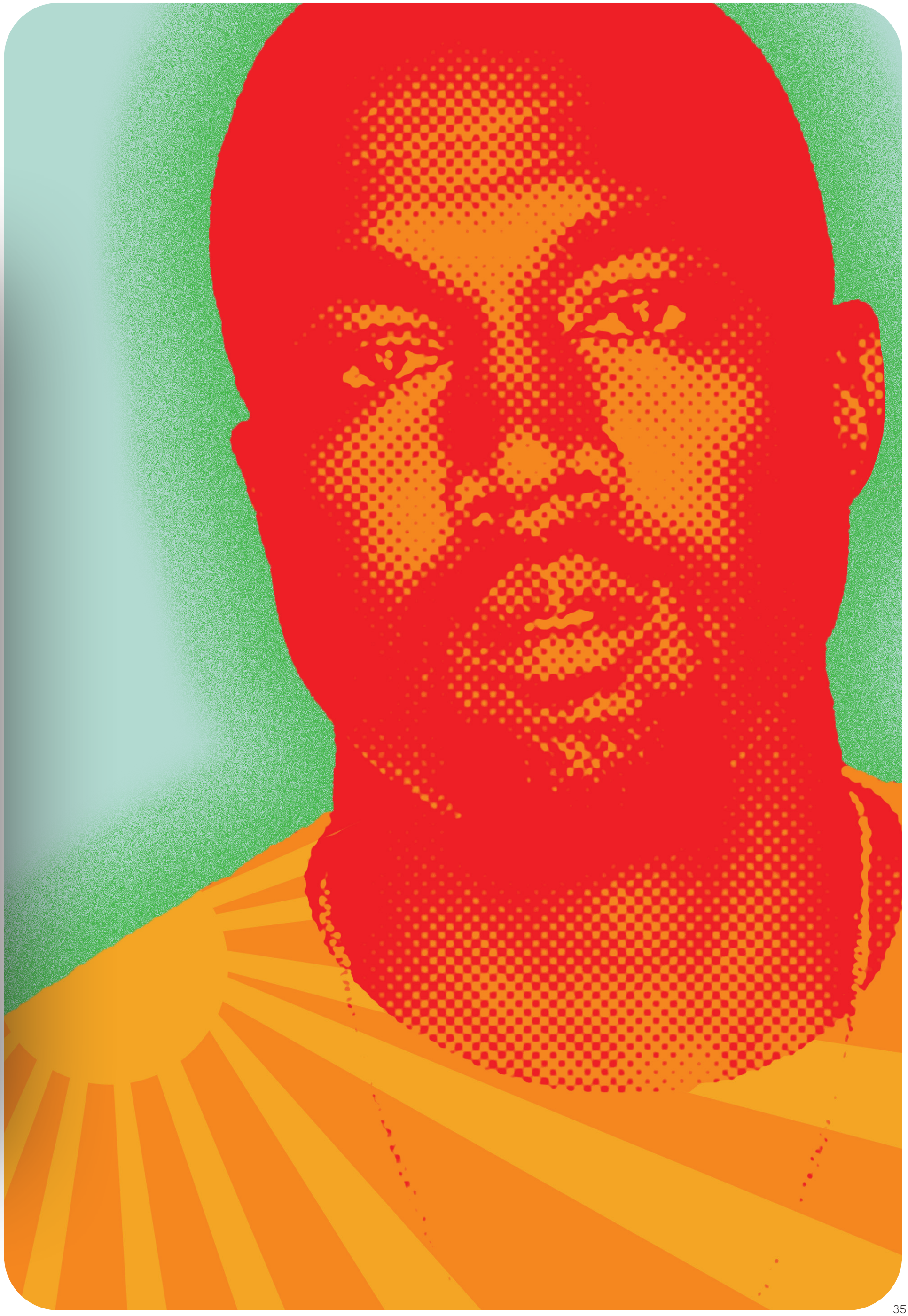
Overall, getting to kick it with Kanye and having my daughter there and all of us being productive and knowing we're going to make history together. It was like family, you know what I mean? It's crazy how it all kind of turned out, but this is exactly kind of how I wanted it to turn out. I couldn't have envisioned it any other way. Like, if it wasn't like this, then I would have been disappointed. This is what I expected. And it looks good, you know what I'm saying? This is exactly what winning looks like: When you're getting money with your brother and your daughter, and your wife and your friends and everyone's dreams are coming true at the same time. Love is contagious and everybody got some. That's dope.



YZYTV_10/13_INTERIORPG_200.indd 33 10/13/20 1:19 PM



YZYTV_10/13_INTERIORPG_200.indd 34 10/13/20 1:19 PM



YZYTV_10/13_INTERIORPG_200.indd 35 10/13/20 1:19 PM



11:08 AM
Dame Dash, Ali Warren, DeVon Wilson, Deloren Black
Los Angeles, CA

YZYTV_10/13_INTERIORPG_200.indd 36 10/13/20 1:19 PM

THE BLACK GUNS



YZYTV_10/13_INTERIORPG_200.indd 37 10/13/20 1:19 PM



12:17 AM
Dame Dash
DDS33, Burbank, CA

BAND ARTICLES:

YZYTV_10/13_INTERIORPG_200.indd 38 10/13/20 1:19 PM

DAMON DASH

LEAD VOCALS

WHAT IS THE MOST SHOCKING THING THAT YOU WITNESSED ON YOUR WYOMING ADVENTURE?
The dead mouse at the sheep place. Shocking that Rocky thought I'd be scared. Watching Kanye from being triggered to being stabilized and happy. I was shocked to see the pastor trigger Kanye intentionally which triggered me and then Kanye and myself ended up arguing for a quick second.

WHAT WAS SOMETHING YOU LEARNED FROM YOUR EXPERIENCE?
Sleep is very important.

WHO GOT ON YOUR NERVES THE MOST DURING THE TRIP?
John Boyd.

DID YOU LEARN ANYTHING ABOUT YOURSELF? YOUR TRIGGERS?
Fuck yeah. If I can identify other people's triggers and respect them, then other people better respect mine.

WHAT WAS THE BEST THING YOU ATE WHILE THERE?
Raquel.

WHAT IMPRESSED YOU ABOUT KANYE ON THIS TRIP?
I was impressed with the fact that he had so much going on an administrative business level and he was still able to identify the things that bothered him, eliminate them, and be creative in public. All at the same time. Dealing with mental health, business issues, personal issues, friend issues—dealing with all that in public is brave to me and takes strength. I can always respect a man that can deal with any issues he may have. Capitalizing off his strengths. The fact that he's man enough to listen. And I'm more impressed with this friendship and the bonds he has with his people. The way he inspired John Monopoly to kick aside his problems and be strong enough to help his friends. He knew who his friends were and who to keep close in the moment. He was clear in the chaos and that was impressive.

WHAT IMPRESSED YOU ABOUT DAMON ON THIS TRIP?
The fact that I was able to put my brother before myself and that money didn't mean a thing to me and all I cared about was his health. And my triggers were that people were hurting someone that I loved. I was able to stay on another man's ranch in another man's house for so long. That's the first time I've ever done that in my life. Even at 4,000 acres. So I know I can put aside everything that makes me uncomfortable for someone I appreciate. And I was able to do it high the whole time.

WHAT WAS YOUR FAVORITE MOMENT?
My daughter and Raquel working together and laughing. I loved the nights me, my daughter, Nicolette and Raquel crammed up and how much fun we were having. And I loved chasing the llama and the donkey with Governor until I fell. That was funny. And one of my highlights; Kanye picking up the mic and rapping with The Black Guns and seeing how much fun he was having.

IF YOU WERE TO SUMMARIZE THIS EXPERIENCE IN THREE WORDS, WHAT WOULD THEY BE?
Leading with Love.

WHAT WAS THE HARDEST THING ABOUT WYOMING?
Helping Kanye and being a friend without triggering him. Not smacking the shit out of anyone I thought was taking advantage of Kanye in what I consider a manic state for their own personal agenda.

YZYTV_10/13_INTERIORPG_200.indd 39 10/13/20 1:19 PM



4:42 PM
Tash Neal
Cody, WY

YZYTV_10/13_INTERIORPG_200.indd 40 10/13/20 1:19 PM



YZYTV_10/13_INTERIORPG_200.indd 41 10/13/20 1:19 PM



TASH NEAL GUITAR

WHAT IS THE MOST SHOCKING THING THAT YOU WITNESSED ON YOUR WYOMING ADVENTURE?
How personally involved as a husband and father Ye was when his family was coming back. Normal shit was shocking to me.

WHAT WAS SOMETHING YOU LEARNED FROM YOUR EXPERIENCE?
Always be ready but I always do that. I learned how to ride a four wheeler.

WHO GOT ON YOUR NERVES THE MOST DURING THE TRIP?
Deloren.

WHAT WAS THE BEST THING YOU ATE WHILE THERE?
That's easy; there was a steak, delicious, cut steak, salmon combo that we had this one night. Damn, also a pasta and meat sauce that was fire. I feel like I'm the only motherfucker saying that. It's true. It's delicious. Also the vegetables— I had a salad that was popping. Someone put me on to a salad and it was fire; it didn't even need dressing.

WHAT IMPRESSED YOU ABOUT KANYE ON THIS TRIP?
His focus and his kindness.

WHAT IMPRESSED YOU ABOUT DAMON ON THIS TRIP?
His management and his execution.

WHAT WAS YOUR FAVORITE MOMENT?
Getting creative with Ye and the band and making a new song together. It's the most incredible shit in the world.

DID YOU LEARN ANYTHING ABOUT YOURSELF? YOUR TRIGGERS?
That I was ready, I thought I'd be more scared to jump on a four wheeler after almost dying and I'm still out here living and taking chances.

IF YOU WERE TO SUMMARIZE THIS EXPERIENCE IN THREE WORDS, WHAT WOULD THEY BE?
Really Incredibly Dope.

WHAT WAS THE HARDEST THING ABOUT WYOMING?
I guess it was leaving (laughs) and being away from my girl.

YZYTV_10/13_INTERIORPG_200.indd 42 10/13/20 1:20 PM



12:12 PM
Tash Neal
West Lake, Cody, WY

YZYTV_10/13_INTERIORPG_200.indd 43 10/13/20 1:20 PM



12:14 PM
Ali Warren
West Lake, Cody, WY

YZYTV_10/13_INTERIORPG_200.indd 44 10/13/20 1:20 PM

ALL WARREN DRUMS

WHAT IS THE MOST SHOCKING THING THAT YOU WITNESSED ON YOUR WYOMING ADVENTURE?
The fact that Kanye West has his own gas.

WHAT WAS SOMETHING YOU LEARNED FROM YOUR EXPERIENCE?
I learned to dream big, anything is possible, reach for the stars, and believe in your art because your art can take you places you never thought you could go and make you money that you never thought you could make.

WHO GOT ON YOUR NERVES THE MOST DURING THE TRIP?
I'm not answering that. I DID. Y'all not gonna TMZ me. I got on my nerves the most.

DID YOU LEARN ANYTHING ABOUT YOURSELF? YOUR TRIGGERS?
I know how to orchestrate in chaos, like when we did not have amps and drums and we had to find amps and drums while learning the songs.

WHAT WAS THE BEST THING YOU ATE WHILE THERE?
Everything. Gourmet breakfast, lunch, and dinner. I don't have a favorite food. Everything was goddamn good.

WHAT IMPRESSED YOU ABOUT KANYE ON THIS TRIP?
The fact that he is like Willy Wonka or Howard Hughes. He'd go from one passion to the next passion in 20 minutes. He does things you wouldn't be able to do in five hours and he's got his own gas. Gas to gas up the car, not body odor gas. He has his own premium gas machine so he can gas up his car and doesn't have to go to the gas station.

WHAT IMPRESSED YOU ABOUT DAMON ON THIS TRIP?
The fact that he could orchestrate everything. He was like the conductor, guiding the ship when it was in a rocky moment and he goddamn pulled it by the reins to get it on the straight and narrow. And he did a movie in six days.

WHAT WAS YOUR FAVORITE MOMENT?
Jamming with Kanye while he was freestyling.

IF YOU WERE TO SUMMARIZE THIS EXPERIENCE IN THREE WORDS, WHAT WOULD THEY BE?
Fuckin' Awesome and Inspirational.

WHAT WAS THE HARDEST THING ABOUT WYOMING?
Finding instruments in bumble-fuck nowhere. The closest music store is two hours away in Montana.

YZYTV_10/13_INTERIORPG_200.indd 45 10/13/20 1:20 PM



3:09 AM
Kanye West, Deloren Black, Tash Neal, Ali Warren
West Lake, Cody, WY



3:11 AM
Kanye West, Deloren Black, Tash Neal, Ali Warren
West Lake, Cody, WY

YZYTV_10/13_INTERIORPG_200.indd 46 10/13/20 1:20 PM



3:21 AM
Kanye West
West Lake, Cody, WY

YZYTV_10/13_INTERIORPG_200.indd 47 10/13/20 1:20 PM



8:54 PM
DeVon Wilson
West Lake, Cody, WY

YZYTV_10/13_INTERIORPG_200.indd 48 10/13/20 1:20 PM

DEVON WILSON

PRODUCER

WHAT IS THE MOST SHOCKING THING THAT YOU WITNESSED ON YOUR WYOMING ADVENTURE?
The tanks. No no no no no, it wasn't the tanks. Maybe it was the scenery. I wasn't expecting it to be like that with the mountains and lakes and stuff. John Monopoly's best friend was the dude that taught me how to produce and make beats. He's the one that got me started.

WHAT WAS SOMETHING YOU LEARNED FROM YOUR EXPERIENCE?
I learned that you can do more than one thing in one building. I have never seen people in numerous industries in one small building like that: music, fashion, and movies. I never seen nothing like that before.

WHO GOT ON YOUR NERVES THE MOST DURING THE TRIP?
It was probably Ali and Deloren– they debate over the dumbest things.

DID YOU LEARN ANYTHING ABOUT YOURSELF? YOUR TRIGGERS?
I didn't learn anything that I didn't already know.

WHAT WAS THE BEST THING YOU ATE WHILE THERE?
Mahi Mahi.

WHAT IMPRESSED YOU ABOUT KANYE ON THIS TRIP?
He did so many things at one time.

WHAT IMPRESSED YOU ABOUT DAMON ON THIS TRIP?
How he bossed everybody around and let Kanye rest. How he came in and took over as CEO.

WHAT WAS YOUR FAVORITE MOMENT?
When Dame screamed at the pastor. He called him a culture vulture.

IF YOU WERE TO SUMMARIZE THIS EXPERIENCE IN THREE WORDS, WHAT WOULD THEY BE?
Fucking Awesome Dude... I would say spiritual, enlightening, and invigorating. I got thrown in the hot seat with Kanye.

WHAT WAS THE HARDEST THING ABOUT WYOMING?
Finding all the sessions that I didn't know where they were. Staying clean, not getting dirty. Going outside.

YZYTV_10/13_INTERIORPG_200.indd 49 10/13/20 1:20 PM

NICOLETTE DURHAM

BACK UP VOCALS

WHAT IS THE MOST SHOCKING THING THAT YOU WITNESSED ON YOUR WYOMING ADVENTURE?
When Dame and Pusha T woke me from my sleep at five in the morning laughing just to show me a video we shot earlier.

WHAT WAS SOMETHING YOU LEARNED FROM YOUR EXPERIENCE?
I learned the value of taking certain aspects of people's lifestyles that you like and incorporating it into your own life. And you can do whatever you can envision.

WHO GOT ON YOUR NERVES THE MOST DURING THE TRIP?
Governor did not like walking around the ranch.

DID YOU LEARN ANYTHING ABOUT YOURSELF? YOUR TRIGGERS?
That love and art is really all there is.

WHAT WAS THE BEST THING YOU ATE WHILE THERE?
I cheated and ate salmon that was really good. I really loved the juice they had in the cute glass bottles.

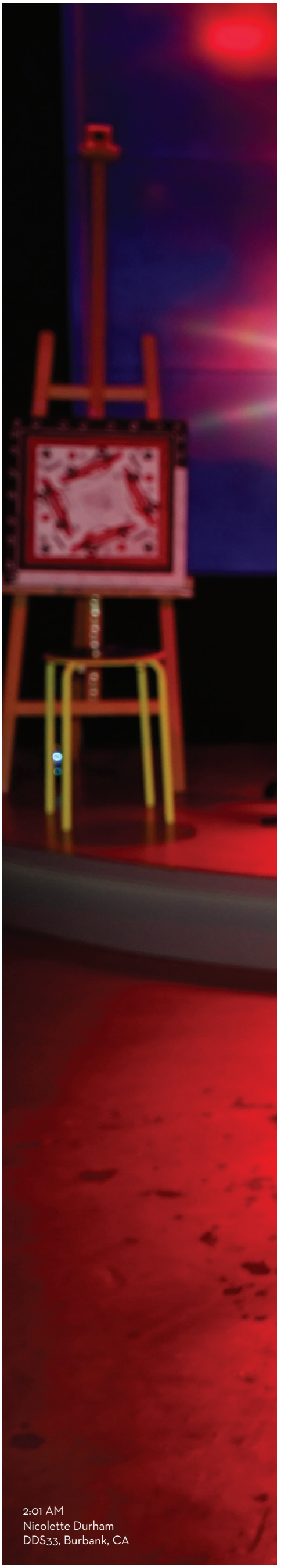
WHAT IMPRESSED YOU ABOUT KANYE ON THIS TRIP?
His focus on all the different, creative avenues he's involved in and how he is very particular about what he likes. I like that he plays movies in the background to get inspired.

WHAT IMPRESSED YOU ABOUT DAMON ON THIS TRIP?
I got to see Dame in action and it seemed like no one else could've accomplished what he did while we were there.

WHAT WAS YOUR FAVORITE MOMENT?
When The Black Guns started playing for Kanye. While I was rapping a verse, I saw Kanye get out of his seat and slowly walk toward us. He let me finish my verse and I handed him the mic. Also riding ATVs with Mercedes and being in the movie Stoned, doing my own mini stunts.

IF YOU WERE TO SUMMARIZE THIS EXPERIENCE IN THREE WORDS, WHAT WOULD THEY BE?
In the Matrix.

WHAT WAS THE HARDEST THING ABOUT WYOMING?
The dust in my lungs.



2:01 AM
Nicolette Durham
DDS33, Burbank, CA

YZYTV_10/13_INTERIORPG_200.indd 50 10/13/20 1:20 PM



YZYTV_10/13_INTERIORPG_200.indd 51 10/13/20 1:20 PM



12:23 PM
Deloren Black, Tash Neal, Ali Warren
West Lake, Cody, WY

DELOREN BLACK

BASS

WHAT IS THE MOST SHOCKING THING THAT YOU WITNESSED ON YOUR WYOMING ADVENTURE?

What went through my mind was the fact that there was so much, specifically, the beauty was shocking and the fact that we were on a ranch, there was so much land to explore. I've been around mountains before and landscapes; yet, this was almost like a small city. I'd never been in a situation where I'm around a person who owns that land. I heard about it, but to actually be there was not only motivating, it was just mind blowing. It was beautiful.

WHAT WAS SOMETHING YOU LEARNED FROM YOUR EXPERIENCE?

Perseverance and the importance of following your dreams, having a good work ethic, and just knowing that hard work pays off. It's something that I learned was rewarding. And being amongst like-minded individuals can go a long way.

WHO GOT ON YOUR NERVES THE MOST DURING THE TRIP?

I don't think anybody got on my nerves. I probably pissed myself off the most honestly. There was a situation where I was worried about a job back home and I didn't feel like I was as confident in the situation as I should've been. I'm in a room with a bunch of powerful people and I'm sitting here thinking about a job back at home. Living in the moment is key and even though I was there, I was worried about the wrong stuff at the time. I may have pissed other people off with talking to them about things that didn't matter at the moment.

DID YOU LEARN ANYTHING ABOUT YOURSELF? YOUR TRIGGERS?

When we went to Wyoming, I started drinking and started getting too excited about things. You gotta know your

YZYTV_10/13_INTERIORPG_200.indd 52 10/13/20 1:20 PM



limits and I may have had too much alcohol at one time. I learned that I really love the outdoors. I've lived in LA for like five years now and get caught up in the hustle and bustle of the city. It reminded me of the good days and how much I miss camping and shit, being on an open road, and traveling. It's like reconnecting with nature is something everybody should probably do. This is the dopeness of life.

WHAT WAS THE BEST THING YOU ATE WHILE THERE?
Oh shit, dang okay so I've been vegan for five months and when we got there, there was a lot of food in the cafeteria. I learned that salmon is really, really my favorite. If I do have to eat meat, it would have to be salmon.

WHAT IMPRESSED YOU ABOUT KANYE ON THIS TRIP?
The work ethic, the creative mind, the taste, it's all fucking dope. He's got fucking bat mobiles laying around. And the music— the fact that he is who he is now yet he still goes in there every day to work on his craft. He's very expressive and many people don't do that. He made "Jesus Walks" years ago and still has the ability to express himself on that level. Being tasteful with it, I saw how hard he works and his logic; he actually came up and introduced himself to us, and he's like, "It's nice to finally meet y'all." And in my mind I'm just like "Man, I'm excited to meet YOU." So he made us feel really welcomed by being so hospitable.

WHAT IMPRESSED YOU ABOUT DAMON ON THIS TRIP?
The way that he handled the situation with Kanye. His ability to go in there and be the CEO that he is and understand what the triggers were and what needed to be done. I see him working all the time but seeing him in action and the vision he had with the movie and the band was impressive. He took a lot of things and saw where problems were happening and corrected those problems. And how he's bringing all his folks up there from Senator, Taje, and Bishop. He was bringing people to the situation because he knows what they're capable of doing.

WHAT WAS YOUR FAVORITE MOMENT?
When Nicolette was rapping on stage and, after that point, Kanye hopped on stage. Nicolette rapped on the song that sparked Kanye's interest cause she was killing it. It was unforgettable. To show Kanye proof of concept with the band is what we came up there to do and we did it.

IF YOU WERE TO SUMMARIZE THIS EXPERIENCE IN THREE WORDS, WHAT WOULD THEY BE?
Dope as Fuck.

WHAT WAS THE HARDEST THING ABOUT WYOMING?
Understanding that there's not a lot of accessibility to things you are used to being accustomed to. Everything shuts down at a certain time. It's a totally different culture. You know you can't just go to a Chipotle to hang out. You just do what you do and go home and take care of business. It's pretty easy going, but the amenities are less accessible.

YZYTV_10/13_INTERIORPG_200.indd 53 10/13/20 1:20 PM

The Black Guns Performances:
Deloren Black, Tash Neal,
Ali Warren, Dame Dash,
Nicolette Durham
Los Angeles, CA





YZYTV_10/13_INTERIORPG_200.indd 54 10/13/20 1:20 PM



YZYTV_10/13_INTERIORPG_200.indd 55 10/13/20 1:20 PM

JEANETTE MAZZONI

"MOMAGER"

WHAT IS THE MOST SHOCKING THING THAT YOU WITNESSED ON YOUR WYOMING ADVENTURE?
Nicolette falling off of the rolling chair in the barn at night and her performance with Kanye because I didn't think he would actually grab the mic.

WHAT WAS SOMETHING YOU LEARNED FROM YOUR EXPERIENCE?
Just go with the flow. None of us knew how long we'd be there or what we were doing, so we just rode the wave. We all trusted the process and it turned out great for everybody.

WHO GOT ON YOUR NERVES THE MOST DURING THE TRIP?
I think Deloren is gonna have to win that.

DID YOU LEARN ANYTHING ABOUT YOURSELF? YOUR TRIGGERS?
I learned that being in close quarters with a bunch of guys that I'm around a couple times a week is very trying. Thank God we had our own hotel rooms to go back to because I probably would have pulled my hair out. I also learned that I have a great amount of patience for people who are on my nerves.

WHAT WAS THE BEST THING YOU ATE WHILE THERE?
Well most of the eating was done on the ranch and I must say it was simple, like vegan day with red potatoes, green beans, and shallots. I don't know, it was just really good, it was so simple. The shallots were sweet and crispy and everything was cut perfectly. I really dug those green beans. It was the green beans for me.

WHAT IMPRESSED YOU ABOUT KANYE ON THIS TRIP?
Everything— just his mind. He really is a visionary. He's so focused on what he wants and it's very clear I think he's just misunderstood. He's so ahead of everything else going on in the world. It's very inspiring to watch how he can go from one passion to the next and still be so generous and hospitable and friendly, but still accomplish so much in everything that he does. I like how he doesn't just put out one album, he puts out three albums.

WHAT IMPRESSED YOU ABOUT DAMON ON THIS TRIP?
How composed he kept everything. It just seemed like he was the balancing factor of how everything ran out there. Without Dame, it looked like it was a little bit chaotic. How he handled everything and on top of that, he was shooting movies, trying to direct, and trying to level with Kanye, all while taking care of his team and his crew. He bossed up. He was helping everybody that he brought out there while also dealing with Kanye.

WHAT WAS YOUR FAVORITE MOMENT?
Overall when Kanye took the mic and was playing with the band. It was like a private Kanye West show with just me and two other people and I knew the excitement the band was feeling at the time to be able to get that experience. And sneaking off to the kitchen with Nicolette to get late night snacks. Just the look on Governor's face made it all epic, not to mention the love I felt that day.

IF YOU WERE TO SUMMARIZE THIS EXPERIENCE IN THREE WORDS, WHAT WOULD THEY BE?
Fuckin' Amazing Experience.

WHAT WAS THE HARDEST THING ABOUT WYOMING?
Having to deal with the rides to and from where we were going. Trying to coordinate three grown men who are not always the most cooperative.

YZYTV_10/13_INTERIORPG_200.indd 56 10/13/20 1:20 PM



2:24 AM
Jeanette Mazzoni
DDS33, Burbank, CA

YZYTV_10/13_INTERIORPG_200.indd 57 10/13/20 1:20 PM

STONED



EXECUTIVE PRODUCERS YZY TV AND DAME DASH STUDIOS PRESENT "STONED" DIRECTED BY DAMON DASH

VALOR GOSCH LUCIEN WATSON EUGENE W. MCNAIR JR. RAQUEL M. HORN AVA DASH

NICOLETTE DURHAM THE BLACK GUNS PRODUCED BY KANYE WEST AND DAMON DASH

YZYTV_10/13_INTERIORPG_200.indd 58 10/13/20 1:20 PM

SHOT in **SIX DAYS.** In this hilarious movie escapade, Marquis (Lucien Watson) and Joel (Valor Gosch) venture out to find their high– but being in the dryest state of WYOMING, they come across difficulties along the way. From opposite sides of life, but friends since high school, they partner up in a mission to help each other grow... and find weed. Produced by Kanye West & Damon Dash, "Stoned" features appearances from Damon Dash, Raquel M. Horn, Ava Dash, Nicolette Durham, Bishop Pernell, The Black Guns (Ali Warren, Tash Neal, and Deloren Black), Dame's dog: Governer, and many more. This film was shot in Cody, Wyoming with all of its glory, ATV's, cowboy hats, and lots of dust. Be on the lookout for this film to be released FALL 2020 exclusively to YZY TV where you'll also be able to see the process of how the movie was made with footage from behind the scenes.



11:07 AM
Ava Dash, Dame Dash, Lucien Watson, Spekulor Crew
West Lake, Cody, WY

YZYTV_10/13_INTERIORPG_200.indd 59 10/13/20 1:20 PM



3:03 PM
Valor Gosch, Lucien Watson, Spekulor Crew
West Lake, Cody, WY



11:28 AM
Valor Gosch, Lucien Watson, Spekulor Crew
West Lake, Cody, WY

Being invited to The Ranch was a thrilling experience to say the least. During the pandemic, I've missed the energy of being surrounded by talented and creative people. Everyone on our shoot (and the countless other projects underway) was immersed in the craft and details of their immediate creation. It was very inspiring to see and it was an experience I will never forget.

The most comical memory I have from the shoot was the day some of the crew and I got lost on the way to the set. Everyone had been traveling through the massive property with four wheelers and trucks, but I was stuck in the rugged dune buggy. It was magic hour and we were losing light, so the opportunity was slipping away. In an attempt to catch up with the rest of the team, we sped through the ranch's many hills and got hopelessly covered in mud and dirt. Once we finally spotted the crew tucked into the mountains, I raced over to the model to touch up her makeup so we could get the last shot of the day. Ironically, after looking down at myself covered in filth, I actually was the one in need of a touch-up!

During my days in Wyoming, I learned that you really need to be able to roll with the punches and accept that things are ever-changing. When it comes to making something great, you need to be open-minded and know that the process can take unexpected (and sometimes unconventional) turns. It's one's life experiences that make you ready for them.

Linda Marfisi, Makeup Artist

YZYTV_10/13_INTERIORPG_200.indd 60 10/13/20 1:20 PM

The trip to WY was definitely one of the most memorable experiences of 2020 for me. To be flown on a private jet, to be a part of Kanye West's creative vision, sounds mind-blowing already. Mr. Yeezy was super welcoming but inspiring and the endless landscapes of nature around, supported a unique mood of the picture.

For me the funniest thing that I saw was an unbelievable, true friendship between an alpaca and a donkey. They were never apart, acting like an old married couple.

Being a part of this shoot taught me a lot, however my biggest take away was that creativity comes in front of everything, and only then "real art" is born.

Chingis Duisemaliyev, BTS photographer & electric





2:12 PM
Dame Dash
West Lake, Cody, WY



4:21 PM
Lucien Watson, Valor Gosch
West Lake, Cody, WY

YZYTV_10/13_INTERIORPG_200.indd 61 10/13/20 1:20 PM



3:34 PM
Valor Gosch, Raquel M. Horn, Dame Dash
Cody, WY



4:26 PM
Dame Dash, Nicolette Durham, Valor Gosch, Lucien Watson, Spekulor Crew
Cody, WY

YZYTV_10/13_INTERIORPG_200.indd 62 10/13/20 1:21 PM



1:38 PM
Lucien Watson, Valor Gosch, Spekulor Crew
West Lake, Cody, WY



4:22 PM
Tash Neal, Dame Dash, Nicolette Durham, Spekulor Crew
Cody, WY

YZYTV_10/13_INTERIORPG_200.indd 63 10/13/20 1:21 PM

HELL OR HIGHWATER: FILMMAKING IN THE TIME OF COVID

By Valor Gosch

THERE is a famous quote by director Werner Herzog that goes something along the lines of, "Ask for forgiveness, not permission." This mantra is repeated by major studio filmmakers and indie ones alike. The world of making movies is one that requires you to grab a script and figure out how to translate it from page to screen. It requires an amount of craziness that not too many people are willing to conjure or face.



5:03 PM
Arwen Gosch, Honor Gosch, Valor Gosch
Cody, WY



4:52 PM
Yellowstone Regional Airport
Cody, WY

YZYTV_10/13_INTERIORPG_200.indd 64 10/13/20 1:21 PM

Now circa 2020, the world is in a global pandemic and I am in the back of an Uber with three members of my family— all of whom will soon be drafted into being reluctant fellow crew members. All the while, I am writing a script that is halfway done for a movie that is to start filming in Cody, Wyoming the next day. To top it all off, we are running late with a Gulfstream Jet waiting for us, a jet whose operational cost is somewhere in the thousands per hour. Welcome to the world of filmmaking in COVID land.

The most important rule of filmmaking in these times, and in general, is that "no one gives a fuck about what went on behind the camera." It's an important rule and it's a valuable rule, especially in this time of "content." Come hell or highwater, if you want to make something, all you have to know is how to get it to the finish line and do it well. Finishing something is one of the hardest tasks for most people on the creative side of things. Completion is especially complicated, even more so when one is trying to make a movie. Now add the pressure of COVID-19 and the rules that you have to adhere to when filming. It seems impossible to a lot of people.

Dame, however, is not like "a lot of people", a sentiment anyone who knows him can agree with. Intensity and energy are also things that can be found in the orbit of Dame Dash. Dame is known for a lot of things: music, fashion, and empire building. Luckily for me, I got to know him as a filmmaker and cinephile. I ended up meeting him through my father a few months after COVID-19 was declared a pandemic. During this time, the entire world was being forced to shut down. Film and television were one of the first victims of the shutdown. This was bad news for my family company "Spekulor", a company whose business model is just that: film and television. We had nothing to back us up as a small business, even the Trump bailouts that came were only designed for large to mid-sized businesses. That left us with nothing to do for months until Dame opted to start working and planning while the rest of the world slept.

One day, I received a call from my father who just simply asked me to "make a list of ideas you think we could shoot during this lockdown." I had no idea what he wanted to do with it, but I did what was asked of me and sent it over. In the next few days, I would figure out why. I ended up getting on a call with Dame. It was straight to work with no time to wander or stray off the path of getting the movie that would be titled "Stoned" done. Very quickly Dame talked about the ideas and the pitches I gave him. This form of "intensity" would be a mantel piece of our relationship. I don't think there was ever a moment I had with him where he wasn't plotting a new idea or way to complete his current project. He always had his foot on the gas pedal.





5:12 PM
Dame Dash, Chris Gosch
West Lake, Cody, WY

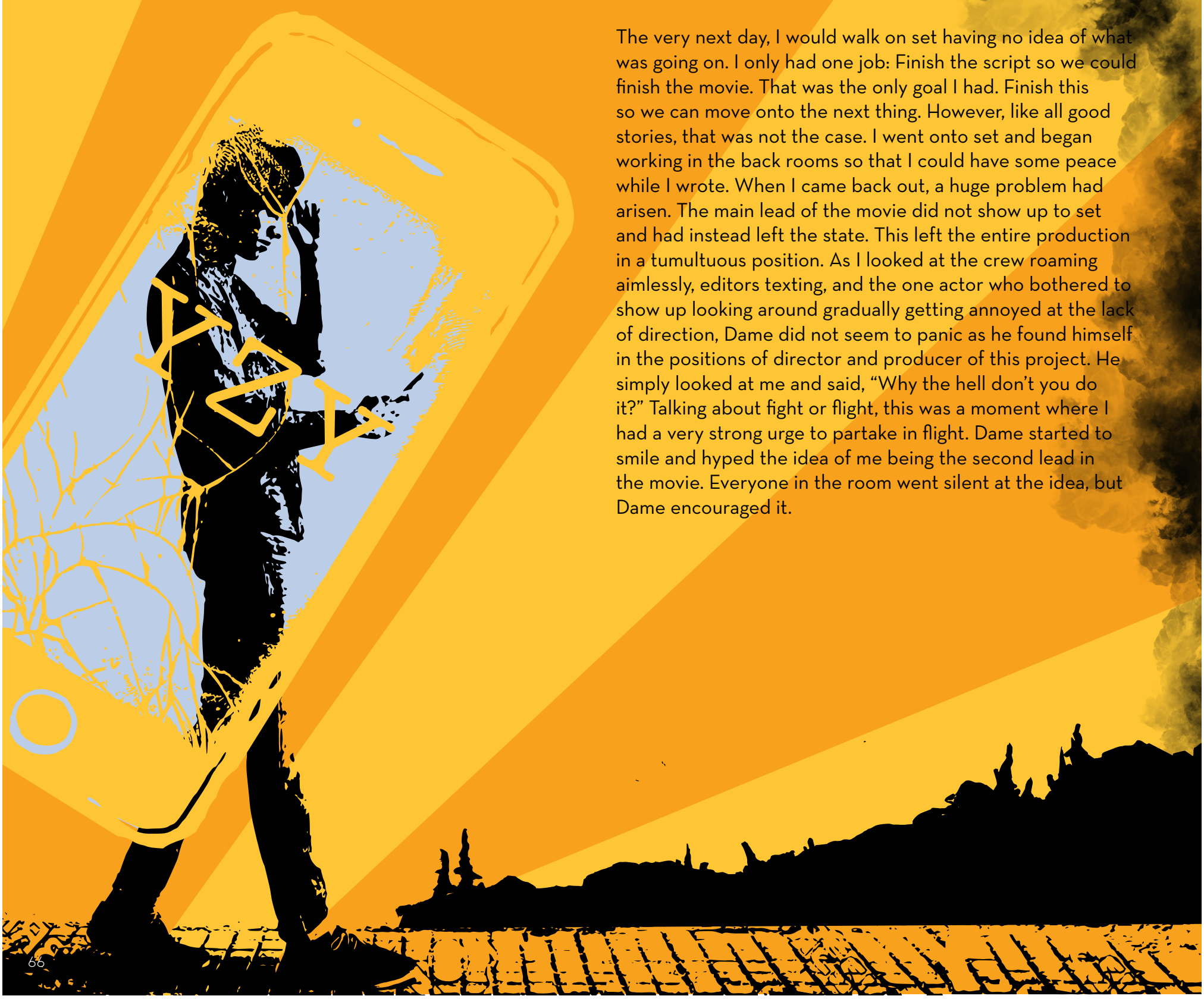
YZYTV_10/13_INTERIORPG_200.indd 65 10/13/20 1:21 PM

The time that I have known Dame has also ended up being the most productive I have been on a creative front, writing over four different scripts and making 12 treatments that would prepare me for Cody, Wyoming. The news came out of nowhere and it came suddenly. Dame's assistant sent me a random text asking me to get on a Zoom call as quickly as possible. I got on Zoom from my phone while on my daily walk. Waiting for me on the other line of the call was Kayne West. As this was unexpected, it set off a flight or fight response, causing me to freeze up in the middle of my walk. We talked for about thirty seconds and in that time frame he asked me three very different questions. Question number one: "Are you a Christian?" I was caught off guard so much that I answered incorrectly, to which I said I am a "Pentecostal Christian" when I really meant to say "Messianic Christian." I cringed at my own response. His second and third questions were whether I had seen the movies *Streets Is Watching* and *Cloud Atlas*. I said "yes" to both questions and, then, I was promptly hung up on. I ended up being brought onboard to work on a project for his team and his new "Donda" album. However, as Dame waited in Cody, he became adamant about doing a project. So, the next thing I know, I am in that Uber I mentioned at the start of this piece. Luckily for me, I made it on time. As we departed from Van Nuys Airport, we would land in Cody in under two hours.



1:32 PM
Valor Gosch, Lucien Watson
West Lake, Cody, WY

The very next day, I would walk on set having no idea of what was going on. I only had one job: Finish the script so we could finish the movie. That was the only goal I had. Finish this so we can move onto the next thing. However, like all good stories, that was not the case. I went onto set and began working in the back rooms so that I could have some peace while I wrote. When I came back out, a huge problem had arisen. The main lead of the movie did not show up to set and had instead left the state. This left the entire production in a tumultuous position. As I looked at the crew roaming aimlessly, editors texting, and the one actor who bothered to show up looking around gradually getting annoyed at the lack of direction, Dame did not seem to panic as he found himself in the positions of director and producer of this project. He simply looked at me and said, "Why the hell don't you do it?" Talking about fight or flight, this was a moment where I had a very strong urge to partake in flight. Dame started to smile and hyped the idea of me being the second lead in the movie. Everyone in the room went silent at the idea, but Dame encouraged it.



YZYTV_10/13_INTERIORPG_200.indd 66 10/13/20 1:21 PM

In those moments, I opted to do it. I didn't want to hold the production up so I chose to instead, play the roles of both writer and actor. Seeing as I had not acted since my days as a theater kid in high school, I was scared shitless. However, the show must go on and I was not going to let the fact that I was scared get in the way of this production. Come hell or high water, we do what we must to get shit done, a sentiment I saw everywhere on Dame's set. The first day we went through 12 pages, which is unheard of on most sets. We moved quickly and got done what we needed to get done. Surprisingly, it wouldn't feel any more stressful then the normal Hollywood set ordeal, which is saying something as I was juggling two very important and high energy jobs. In the span of five days of shooting, we had our movie finished with a crew of 16 people in the middle of a small town in the middle of a global pandemic; it was a Christmas miracle in August.

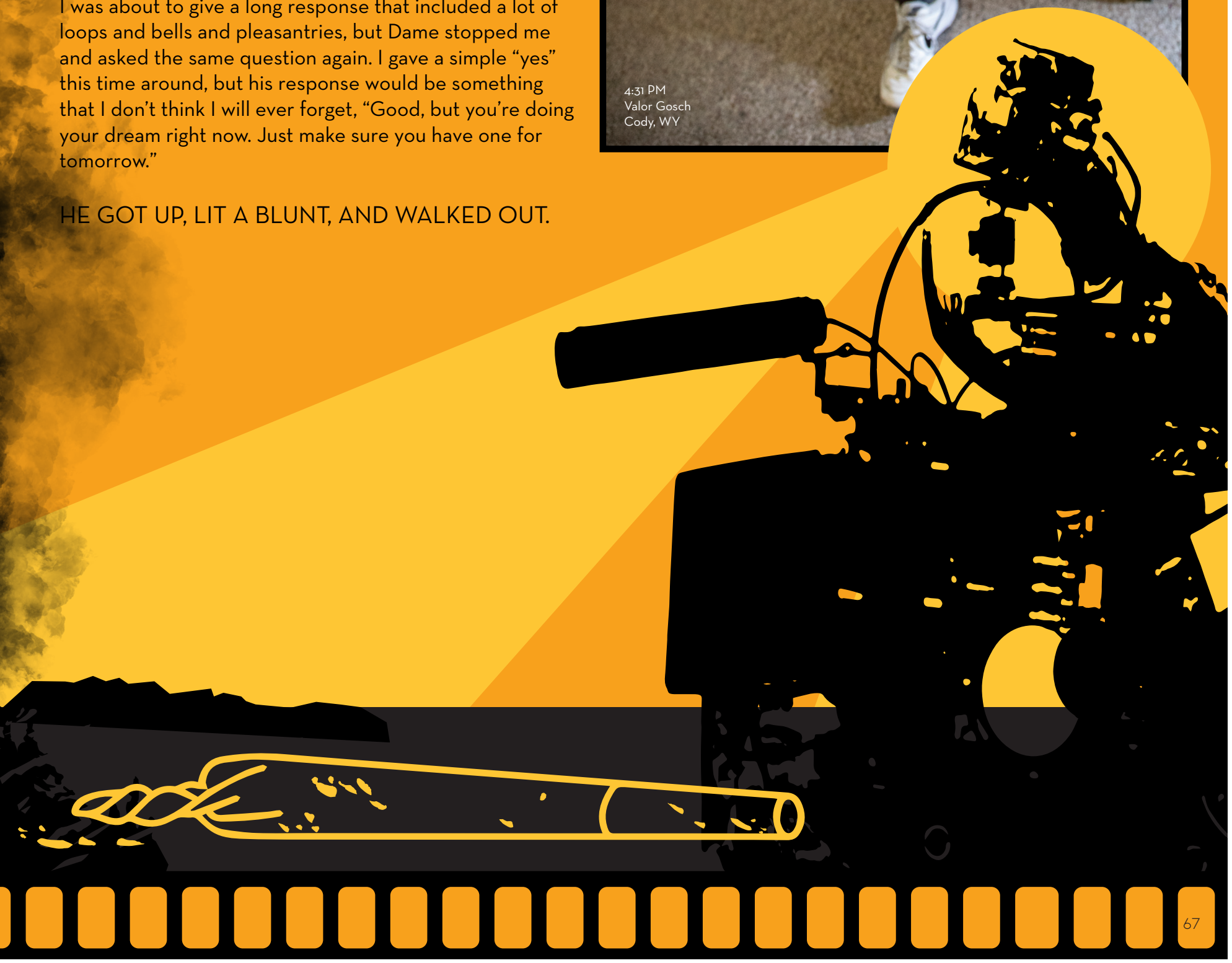
Filmmaking is hard. Seeing something to the end is harder. It is a sentiment I think a lot of people can agree with despite being guilty of not following through. Dame saw this project to the finish line, seeing how much he wanted to get it done is what, in turn, got me to turn off the fear I had about my position in this movie, especially towards the end of the production when Dame and I had a quick second together as I got prepared for the next scene. He was very direct with a question he asked me: "Isn't this your dream?"

I was about to give a long response that included a lot of loops and bells and pleasantries, but Dame stopped me and asked the same question again. I gave a simple "yes" this time around, but his response would be something that I don't think I will ever forget, "Good, but you're doing your dream right now. Just make sure you have one for tomorrow."

HE GOT UP, LIT A BLUNT, AND WALKED OUT.



4:31 PM
Valor Gosch
Cody, WY



YZYTV_10/13_INTERIORPG_200.indd 67 10/13/20 1:21 PM



We all must decide what is sacred. And in deciding what is sacred, we must define what is non-negotiable and what's the end goal for every action, commitment, or plan. For me, that goal is promoting health and healing and upholding what is true in our systems, practices, and relationships. But the road to wholeness and well-being isn't always linear nor is it always pleasant. It requires truth-telling and difficult work. On a recent trip to Cody, Wyoming, I wasn't sure exactly what I'd encounter but I knew I was there to speak truth to power.

YZYTV_10/13_INTERIORPG_200.indd 68 10/13/20 1:21 PM



11:37 AM
Dame Dash, Dr. Chris Pernell, Bishop Pernell, John Boyd, Senator Eddie Melton, Dennis McKesey, Nicolette Durham
West Lake, Cody, WY

GEARS

The Cody ranch is surreal. There's a frenetic energy about the place. It's as if you've stepped into an alternate universe— a *Willy Wonka* factory meets the *Wizard of Oz*— with creative genius at work. Like an "innovation tank" brimming with fashion, music, moviemaking, photography, and a random donkey and alpaca to boot. Activity is in every corner. Workers housed in a barn and zoned in on their respective tasks. No walls. No borders. No boundaries. A flow or vibe in kinetic zig zags from one area to the next. A movie plays on the wide screen. Producers mix the latest beat from a yet unreleased album. Designers and editors splice reels, fabrics and sneakers. And, you wonder where you are?!

Then, there is Mr. West. Brief encounters dot the day but authentic, nonetheless. He moves rapidly from one project to the next, darting on mini tanks across a dusty ranch with an idyllic Wyoming backdrop. I find myself surrounded by unspoiled beauty, but you must be intentional to inhale it. Though I couldn't forget, I was *there* to do a job. I had been invited by Mr. Dash to support and aid in the situation. There to confront the realities that collided and clashed in a tightrope walk of what we know to be true versus what *one* hopes to be true.

YZYTV_10/13_INTERIORPG_200.indd 69 10/13/20 1:21 PM

In the midst, there is religiosity and faith. A bible stationed on the table. Talk of a man, in Mr. West, who values prayer. The believer in me wants to *testify* about healing. The physician in me wants to find harmony across the disparate themes unapologetically on display. There in Cody are the musings of a once precocious child turned cultural phenomenon who took inspiration doodled in a sketchbook and etched it instead in the earth. It bewilders. And, in all of the noise, I'm looking for an opening in the Spirit and a chance to *connect*. I've only got 24 hours. I'm there with a state senator, Bishop, a therapist, and an educator. The Bishop happens to be my big brother and partner in the *good fight*. On the ranch, there are many tribes. Those who want to do right by the beloved. Those who work tirelessly and almost nonstop. Those who want access to power. And, finally those called upon to *ordain and set in order.* The latter is needed because in the mix are self-professed advisors who confess to seeing themselves as "managing a plane crash."

We're sitting in a two-story cabin and in walks a man who's been hired to help with the presidential campaign. A week earlier, I participated in a Zoom meeting called by Mr. Dash where leaders and friends were asked to share their wisdom. I say then, the election battle is unwinnable. Just the facts. And, politics, at this time, is not ideal. The healer and advocate in me desires a different fight. Why not channel passion for the community into social action and policy goals to bring attention to topics like systemic racism, community violence, mental health, homelessness or economic empowerment. We aren't there to usurp anyone's freedom of choice but to acknowledge the stakes and to neutralize those preying upon open vulnerabilities. We've been invited to meet with Mr. Boyd who is a key figure in the South Carolina rally. None of the five see that moment as beneficial to Mr. West or his political movement. So why and how did it happen? Why wasn't he protected? Many of us are disheartened and angry. Where is the empathy? The answers sound self-serving and misguided. We each try in our own way to break through. I do it how my Granny would, but is that possible in this setting? I'm sure he feels cornered. Still, he needs to be accountable for his actions, and when pressed, his argument fizzles.

I learn again that day: not everyone values truth the same. This isn't my first time with this revelation but it's poignant, nonetheless. All of us around the table desperately want Mr. Boyd to see how unethical, unprofessional and unloving the situation is. So, we tell him in stark terms. We dole out our truth quite powerfully. We can't stand by and look the other way. Even if the occasion is brief. Even if the band keeps playing on. I tell myself we planted a seed. And, as the parable says, "One person plants, and another person waters."

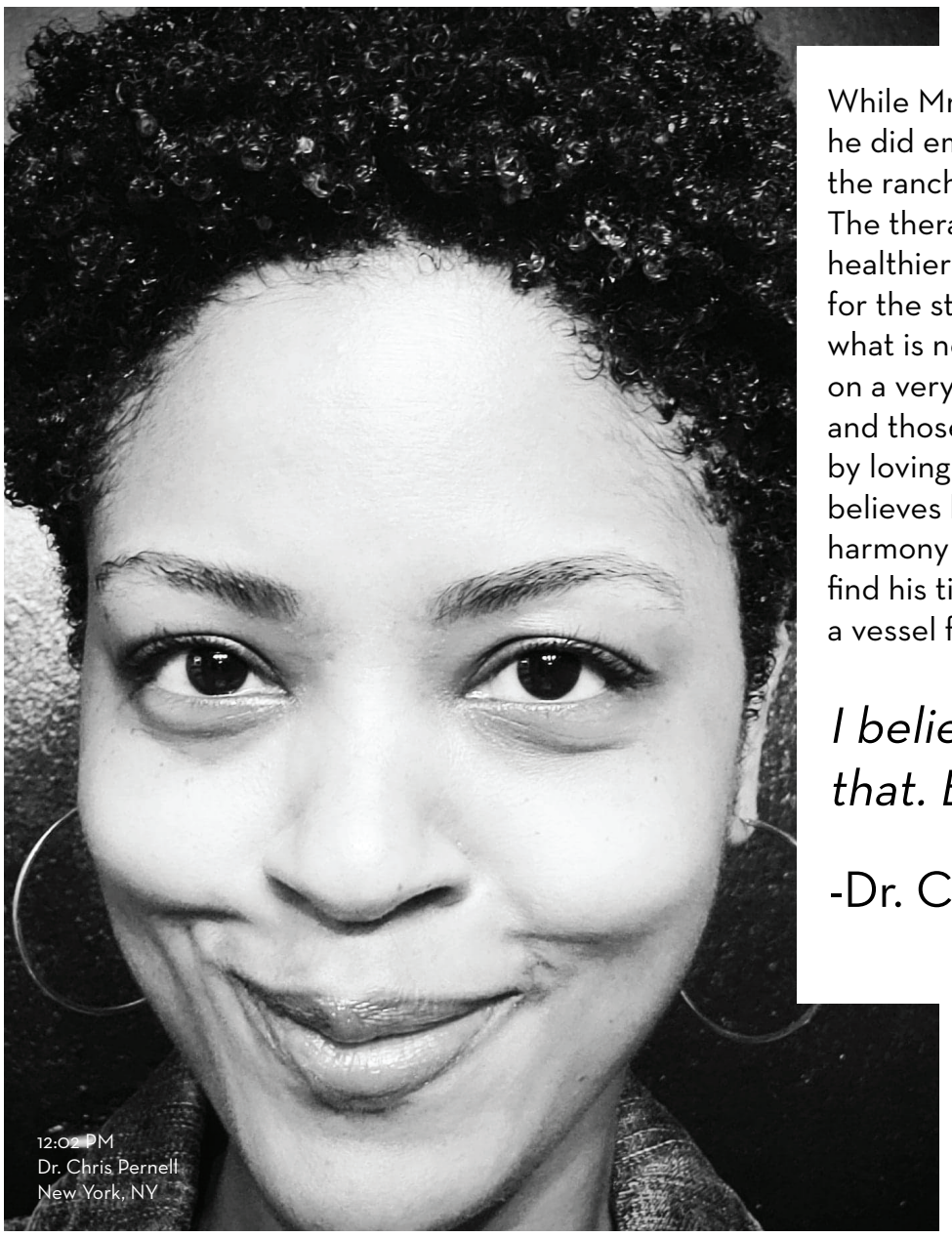


10:52 AM
Dr. Chris Pernell
West Lake, Cody, WY

YZYTV_10/13_INTERIORPG_200.indd 70 10/13/20 1:21 PM



10:11 AM
Nicolette Durham, Bu Thiam, Dame Dash, Bishop Pernell, Dr. Chris Pernell, Dennis McKesey, Senator Eddie Melton
West Lake, Cody, WY



12:02 PM
Dr. Chris Pernell
New York, NY

While Mr. West may not have seen eye-to-eye with us on politics, he did empower us to bring a small change. Before we leave the ranch that night, we seek to do something constructive. The therapist and I jot down notes on how to create a safer and healthier environment. I even summarize COVID-19 precautions for the staff to follow. I prepare to leave the ranch not knowing what is next, but the truth remains. Mr. West is a powerful man on a very public journey. That truth attracts both the ambitious and those who are only convenient allies. While he is surrounded by loving family and friends, others lurk as well. He's a man who believes he is divinely inspired. Our goal is to help him find harmony among all the parts that make up his genius. To help him find his timing or rhythm and to be in the position to be whole and a vessel for goodwill.

I believe he wants that. I pray he finds that. By any means necessary.

-Dr. Chris Pernell

YZYTV_10/13_INTERIORPG_200.indd 71 10/13/20 1:21 PM

As a therapist, one of the biggest skills that I employ with my clients is listening.

Every client I treat is different in their own way and require different types of interventions and the timing of those interventions can be different with each client. As far as identifying triggers with a client, I usually just listen and watch. Identifying triggers can involve expressions from the client that are both verbal and non-verbal. Non-verbal ques may consist of various body or physical movements, and facial expressions that can express anger, anxiety, avoidance, or general discomfort during sessions when stimulated by certain subjects or memories that trigger the client. As far as not activating them myself, that is not a rule I always subscribe to as a therapist. Sometimes, the best therapeutic progress with a client has come from me actually triggering them and observing how they react and communicate while triggered. If the client's triggers impede therapy or put too much of a strain on our therapeutic alliance, then I do my best to meet the client where they are at mentally and go at the client's preferred pace.

I always advise beginning therapists, that it takes a special skillset to use triggers and possible conflict with a client in order to help a client. This approach should be done carefully and by experienced therapists/psychologists only. At some point, the client has to confront their triggers. I usually help the client deal with this confrontation by educating them about calming and centering techniques such as mindfulness, meditation, and breathing techniques so the client is not overwhelmed by their triggers. Also, creating a safe space for the client to communicate or vent without being judged, along with reflecting and validating how they feel helps me to not trigger the client.

I believe Dame brought me to Wyoming because he has witnessed for himself my skill as a mental health professional who has the unique skill of applying professional and clinical treatments in a way that those from his and my culture can understand and apply to their own lives. This involves communicating and empathizing in a way that only someone from my culture and life experience can do and be effective at. The subject of mental health and therapy has historically been a taboo topic amongst the African American community who have a distrust for anything that they may perceive as being from a system that has systemically oppressed, imprisoned and/or destroyed them for generations. I am them and they are me. I have experienced what they have experienced and understand all the levels involved with my community and the trauma we have endured.



11:43 AM
Dr. Chris Pernell, Bishop Pernell, John Boyd,
Senator Eddie Melton, Dennis McKesey, Taje Moreno
West Lake, Cody, WY

YZYTV_10/13_INTERIORPG_200.indd 72 10/13/20 1:21 PM



Dame knew I could reach Kanye in a way that no other therapist or psychologist before me could, and therefore, this is why I feel like he brought me to Wyoming.

-Taje Moreno

YZYTV_10/13_INTERIORPG_200.indd 73 10/13/20 1:21 PM

SIMPLIFY YOUR LIFE



5:23 PM
Taje Moreno
West Lake, Cody, WY

I would have to say my experience in Cody, Wyoming was full of intrigue and curiosity from a personal and clinical standpoint.

Personally, I looked forward to meeting up with my friend and business partner Dame Dash and one of my best friends and manager of Kanye, John Monopoly. Both were there to help keep things running smoothly with Kanye and that included bringing anyone in, including myself, who could help with certain things. This included making sure everybody who was there to guide some of Kanye's personal and business matters was acting in the best interest and safety of Mr. West. Being that I am a mental health professional with several degrees in psychology and marriage and family therapy, my function at the ranch was to consult, help assess, and if need be, offer whatever clinical services I could that would help make sure Mr. West was operating clearly and safely. Clinically, I was also intrigued with how the life of a billionaire affects and intermingles with someone who is as extremely creative as Kanye but who also may be dealing with some mental health issues as well.

YZYTV_10/13_INTERIORPG_200.indd 74 10/13/20 1:21 PM

The first thing I noticed was how many people were always in proximity to Kanye and how many people it actually took to simultaneously keep the ranch operating and the Kanye West empire going. With not much family around, this was literally Kanye's support system— many of whom were also dependent on Kanye financially. Noticing this was important to me clinically because support systems can be the difference between achieving and maintaining good mental health or reinforcing habits which perpetuate bad mental health. Dame was concerned with establishing a healthy support system for Kanye that would act as an adaptive influence. There were dozens of projects that spanned from music, fashion and construction to video shooting/editing, and presidential campaigns, etc. all being worked on at the same time with Kanye being hands on with all things at one point or another. This work seemed to go on all day and all night. I had wondered how much of this feverish pace and multitasking was representative of how Kanye's brain and thought process was operating, jumping from one thing to another at a high speed.

The second thing that I noticed was how massive this property was; it seemed like you could fit a whole city on this ranch which seemed to go for miles and miles and even included its own massive lake. It was enough land to be able to build your own world or day-to-day existence if you had enough money (which Kanye does) with little to no interference from the outside world. It was spacious isolation. There were expensive but strange and fun looking tank vehicles, dune buggies, and motor bikes all accompanied by the occasional walking by of a llama or donkey on the property. The 24-hour catering was also very impressive and convenient. On the property, there were different buildings which all served their individual purposes on the ranch, which were filled with employees and workers. While everything looked fun and entertaining, I knew that before any play, there was work to be done. Within 20 minutes of my arrival, I was already pulled into a meeting with others who were also there to perform similar tasks as myself regarding the welfare of Mr. West. What I walked into was an interrogation-like environment of a man who was in charge of consulting Kanye on various public appearances and speeches. The gentleman in question was being accused of operating in a manner that was detrimental to not only Kanye's public persona, but to his general mental health. Dame, who was genuinely concerned and bothered by the thought of someone taking advantage of his friend especially when he was vulnerable, had to restrain his anger at times. I assessed the situation and talked to all parties involved, and we collectively concluded that the gentleman in question was not acting in the best interest of his client Kanye West; instead, he was just concerned with making possible financial gains and power moves with no concern for how it would affect Mr. West's actual welfare. He eventually was asked to leave the premises by Mr. Dash.

After that tense meeting, I was able to consult with Dame and hear things from Kanye's point of view and some of his concerns regarding therapy. We were able to discuss possible treatment plans that would adaptively support Kanye's mental health and deal with whatever symptoms Mr. West may have been exhibiting, with respect to his confidentiality, I will keep specific details private. After work, we did some play. Mr. West, Mr. Dash, others and I went to ride all of the motor bikes and dune buggies around the ranch till about night fall when we met at the barn and discussed healthy work habits with the employees. We also watched "Back to The Future" on a jumbotron located in the back of the barn. For the short time I was there, it was quite an experience.

YZYTV_10/13_INTERIORPG_200.indd 75 10/13/20 1:21 PM

BISHOP PERNELL INTERVIEWED BY DAMON DASH



MR. DASH: As a Bishop, how would you define the YAHSquad?

BISHOP: Well, those are some very powerful and spiritual questions because the very term YAHSquad, I got doing prayer. We have noonday prayer every day, and I believe it was in 2008 that I got a prophecy. The Heavenly Father said to start a group, the YAHSquad. Yah means "I am that I am." In YAHSquad, we have a saying. YAHSquad is all about saving souls, and YAHSquad is going to take the industry and change people. YAHSquad is going to take the music industry because YAHSquad within itself becomes a way to inspire words. It is a breath word. It's a word of YHWH. An inspired word means it comes from the Spirit. And in noonday prayer when I received that word, immediately the people who were associated with me were beyond empowered. I surround myself with young people. I'm 54, so I'm an old man where I come from, but I think one of my gifts is I allow young people to be young people. I'm not looking for them to be older than their age. And because we do everything in the name of Yahshua, which is the true name of the Messiah, we deal in truth. We have people from all different backgrounds. We have Haitians, Dominicans, Puerto Ricans, Cubans, Greeks, you name it. Whenever you take so many different people from different ethnic backgrounds, and you put them together, they will come up with new sounds. So, YAHSquad is a word. It means that we're confessing that when YAHSquad does their music, it's going to be a celebration. It's going to be a complete celebration. And that being true, so many people who started YAHSquad let it go. It was my wife who refused to allow my dream and my word die. And it was my wife who picked back up YAHSquad in 2017 and made it what it is today. But YAHSquad has opened up doors. And to be blunt with you, Mr. Dash, YAHSquad is the reason I met you. YAHSquad is the reason I met Kanye West. All of that was via YAHSquad. Because I met you through Kanye, he wanted you to experience YAHSquad. So I'm beyond blessed with sharing the word and I'd like to encourage everybody or anybody that when you hear from YHWH, I am that I am, don't let your word die. When no one else is standing with you, know that YHWH is standing with you. So, scripture says, "He will not allow His word to return to Him void." So, that's how YAHSquad came into my reality. And that's how I met you, Mr. Dash.

YZYTV_10/13_INTERIORPG_200.indd 76 10/13/20 1:21 PM

MR. DASH: So why do you think I called you to Wyoming?

BISHOP: I know why you called me to go to Wyoming. Since I've known you, you have been loyal to our friendship. You have an honor code for friendship. And every time you've ever mentioned anything to me about Mr. West, it was always love first. Always love. Yeah, when you called me to go to Wyoming, I knew that you called me because you had a love for Mr. West. And what love does is protect. And I believe you wanted Mr. West to be in a position that no one could manipulate him with religion. I believe, Mr. Dash, you called me to Wyoming because you had a great love for Mr. West. And you know me to be an honorable man, an honest man. And I told you from day one, I call you Mr. Dash. One, because I'm older than you. And I want to always respect and honor the man that you are, and I call Mr. West, Mr. West because I want to respect and honor the man he is, and he's younger than me too. But the thing is, I knew when you called me it was because you did not want anybody to manipulate Mr. West on a religious level and within the faith. I see a lot of manipulation. So I knew it was an answered prayer. It was an answered prayer for me to go to Wyoming, and I knew that the love that you had for Mr. West wasn't in vain. And that Christ, Yahshua, was involved.

MR. DASH: When did you find your calling?

BISHOP: I found my calling at a very, very young age because, at a very, very young age, I was disappointed in my father. And at a very, very young age, I knew my father wasn't going to turn out to be the man I needed him to be. So, that being true, I latched on to my grandfathers. I latched on to papa who was my mother's father, Reverend Harrison Gregory. He was a Baptist pastor. And my father's father was a very famous, very famous Bishop, Apostle Bishop John W. Parnell. And though my dad did teach me manhood and he's the second coolest dude I ever met, the first coolest dude was his brother. So, it was at a young age that I began to pray for my father. And I began to pray for my father because I felt that it was my job and it was my duty to return my father back to his Father. So I dedicated my life to it. My father was raised to replace his father. So, my grandfather trained him; he was his third born to replace him. And I believe my father would have done that. But my father lost his father at the age of 28. And that's the first time I ever saw my father cry. I believe my father felt cheated that his father didn't live to see him return because grandpa kicked him out of church over the radio. But I knew my calling at a young age and that being true, I believe if you can forgive somebody you love, you can forgive yourself and you can forgive anybody.

"I BELIEVE, MR. DASH, YOU CALLED ME TO WYOMING BECAUSE YOU HAD A GREAT LOVE FOR MR. WEST. AND WHAT LOVE DOES IS PROTECT."

–BISHOP PERNELL



4:04 PM
Ali Warren, Jeanette Mazzoni, Tash Neal, Deloren Black, Dame Dash, Bishop Pernell, Nicolette Durham
Dusko Ranch Cody, WY

YZYTV_10/13_INTERIORPG_200.indd 77 10/13/20 1:21 PM

So my father taught me not to hold grudges against people and to forgive everybody. And that's what I did, but I knew my calling. A lot of people asked me, when did I start teaching the name YHWH and Yahshua. I was born in that name. My grandfather taught me the name; he taught me the name back in the 1940s the 1950s. My grandfather built the second-largest black denomination. It began in Harlem, under Bishop Lawson. And so I was born in the name and being born in the name, you learn and you embrace that truth. So I've never had a problem hearing truth, embracing truth and embracing it, and running with it. But I knew my calling at a very young age. And my grandfather, my father's father, I lost him when I was four years old. My father always said if he would have lived, he would have trained me, but that wasn't my calling. My calling was to be trained via the Ruach Hakodesh, the Holy Spirit of YHWH. And then, at my mother's father's funeral in 1990, that's when I said, I'm not going to run anymore from my calling. And I embraced it.

MR. DASH: When faced with opposition, mentally and physically, you know, confrontation, how do you attack it or work through it? Do you know what I'm saying? How do you not trigger people?

BISHOP: It all depends on who I'm dealing with. And it all depends on what's the subject matter. I was very successful in corporate America. Before I started the ministry, I had my own business, slamming cars, brand new corvettes, and BMW 850 CSI. I was very successful in corporate America. So in corporate America, you can't trigger people and be black. You'd be out of a job, especially when you're the only black person there. Nine times out of ten when I worked on Wall Street, Dun and Bradstreet, AT&T, Bell Labs, Merck, I was the only black person there. I was the only black male not pushing a broom. So in corporate America, you can't pull people's triggers. But being independent, being a man of YHWH, being a man, a true man of Christ, I picture myself like Yahshua in the Bible. Yahshua means, "I am that I am Salvation." And when we study the Word, we see that the Messiah did trigger people. But he handled people differently, depending on who they were. With the Pharisees and Sadducees, he just put it straight blunt. With religious people, he ate them up. I mean, yo, he crushed them. Just about every religious person that you read about in the New Testament, Christ pretty much put them in hell. But Yahshua never turned down an invitation to a party from a sinner. Every time a sinner invited him to a party, he was there. And not only was he there, but it was also the religious people who wanted him to pull sinful people's triggers, and he never did, you know? For me, it makes a difference what the subject is and what is being said. I have to be honest. I love challenges. I can't lie. I love arguments. I love debates. What we call in the barbershop, in the Muslim barbershop, we call it building, you know, so we build with one another. I think what I respect about my Muslim friends that I don't with my Christian friends, is that my Muslim friends don't stop being my friends when we disagree on religion. Do you know what I'm saying? So, we could fully disagree, but at the end of the day, we are still friends. So, the bottom line is, yes, sometimes I'll pull people's triggers on purpose to leave a significant emotional event because if I pull certain triggers, that person is never going to forget me. Especially if that trigger is based in truth and love. Because sometimes people remember things in retrospect. The power of my ministry is that I tell people things that they have never heard before. So, the majority of people leave me saying that Bishop is a nut. But then somewhere they run into somebody else who is either saying the same thing I said and is like, I go from being number one million and 55 to being number one.

It's totally revolutionary. Totally, totally revolutionary. And I learn from my mistakes, and I've made a lot of them. But that's—

MR. DASH: They're not mistakes if you're learning.

BISHOP: I like that.

MR. DASH: If you learn from them, they aren't mistakes.

BISHOP: That's right.

YZYTV_10/13_INTERIORPG_200.indd 78 10/13/20 1:21 PM

MR. DASH: In this time of Black Lives Matter, what advice do you give to someone who's living through Black Lives Matter in this moment?

Bishop: The advice that I'd give is, and I love giving this advice, people always want to say what they would have done if they were alive when Christ was on Earth. What they would have done if they were alive when Martin Luther King Jr. was around. What they would have done if they were alive when Malcolm X was around. I tell people all the time, you look at the newsreels and you see the police officers siccing dogs on people who are just marching for their civil and human rights, and people are like oh, that's so terrible. I would never do that. That's what Black Lives Matter is. No. We are back in the 60s. Take your stand. You have to make a decision. You have to make a choice. And the choice is this: Are you going to choose to ignore what is taking place, or are you going to give an answer? This is what I can say. In my life, I grew up in East Orange. I live in Newark. In my life, the only people who ever pulled a gun on me or carjacked me were the cops. So when the movie, *Boyz n the Hood* came out, I cried. I've been accused of stealing my own car at least five times. And I remember many times when West Orange police officers pulled their guns on me and told me they were about to "f*ing blow my head off." Once they ran the plates and saw my license, and I never forgot what my friend Ant, who was with me, said. He was like, "Yo, take your hands off the wheel. Take your hands off the wheel!" Over time, you just get tired of being punked all your life, especially by some stranger. And the only thing that is making this punk feel strong is that they got a pistol. A pistol in your mouth or a pistol by your head.

"TAKE YOUR STAND. YOU HAVE TO MAKE A DECISION, YOU HAVE TO MAKE A CHOICE. AND THE CHOICE IS THIS. ARE YOU GOING TO CHOOSE TO IGNORE WHAT IS TAKING PLACE? OR ARE YOU GOING TO GIVE AN ANSWER?"

–BISHOP PERNELL



4:11 PM
Dame Dash, Bishop Pernell
Cody, WY



4:12 PM
Dame Dash, Bishop Pernell
Cody, WY



4:13 PM
Dame Dash, Bishop Pernell
Cody, WY

YZYTV_10/13_INTERIORPG_200.indd 79 10/13/20 1:21 PM

THE MEETING OF THE KNIGHTS



3:39 PM
Tash Neal, Dame Dash, Bishop Pernell
Cody, WY

OF MR. DASH IN C

YZYTV_10/13_INTERIORPG_200.indd 80 10/13/20 1:21 PM

The scriptures states in Proverbs 11:14 "Where there is no counsel, guidance, the people fall, but in the multitude, in the abundance of counselors there is victory and safety."



This being true, I felt beyond privileged to accompany Mr. Dash and his team of counselors to Wyoming to meet concerning the mayhem and debacle of Mr. West's South Carolina campaign event.

Being born in 1966, and being a product of the Civil Rights Movement via my parents, I was raised in a household where self-respect and wisdom were passed down from both my grandparents and great, great grandparents. We were taught that one Black American represented all of Black America, and that success for one was an achievement for all.

This being true, we rooted for MLK, Arthur Ashe, Muhammad Ali, and every other successful Black person who was a "first" in his/her field, adding to every form of Black excellence.

So, seeing the achievements and accomplishments of Mr. West as an artist, entrepreneur, and businessman get thrown into speculation because of one ill-advised event which spearheaded the ability to change public opinion concerning his achievements and well-being, I saw it as a direct neglect of duty and friendship.

When Mr. Dash informed me that there would be an opportunity to speak with Mr. John Boyd who helped advise Mr. West on his South Carolina campaign, I saw it as a gift and opportunity directly via YHWH, to give Mr. West what was offered to Pharaoh via Yoseph, and Nebuchadnezzar via Daniel.

Mr. John Boyd was very confident that he had been, "A good friend, a man of God, and an advisor" to Mr. West. I found him to be neither of the characters that he attempted to portray himself as. Instead, I observed that his counsel was not factual but filled with a blinded favor to not "advise" or give "counsel", but to simply be an avid "YES" man. Kissing up to a Pharaoh and Nebuchadnezzar while giving no insight, wisdom, or direction for what could have been a winnable outcome with public opinion and, subsequently, a favorable story.

As a man of scripture, I was quite alarmed to learn that Mr. West was not afforded the friendship, counsel, advice, mental, or spiritual guidance needed which would have saved him from the unending questions about what Mr. West stands for without having any policy points ever being mentioned during the South Carolina event.

I believe that for Mr. West to achieve his political ambitions, he will need a group of counselors who are not afraid to tell him the truth and give him facts, but most of all, he needs someone led via the Ruach HaKodesh who fears YHWH above man, which is what Pharaoh and Nebuchadnezzar had. Yoseph and Daniel SPOKE THE TRUTH OF YHWH to men of power.

The scripture that comes to mind that Mr. West needs to constantly surround himself with in the form of men and women of wisdom and reason is, "For do I now persuade men or Elohim? Or do I seek to please men? For if I please men, than I am no longer a servant of Christ." Galatians 1:10

Strong men need strong counsel, not ass-kissers.

-Bishop Pernell

ODY

YZYTV_10/13_INTERIORPG_200.indd 81 10/13/20 1:21 PM



YZYTV_10/13_INTERIORPG_200.indd 82 10/13/20 1:21 PM

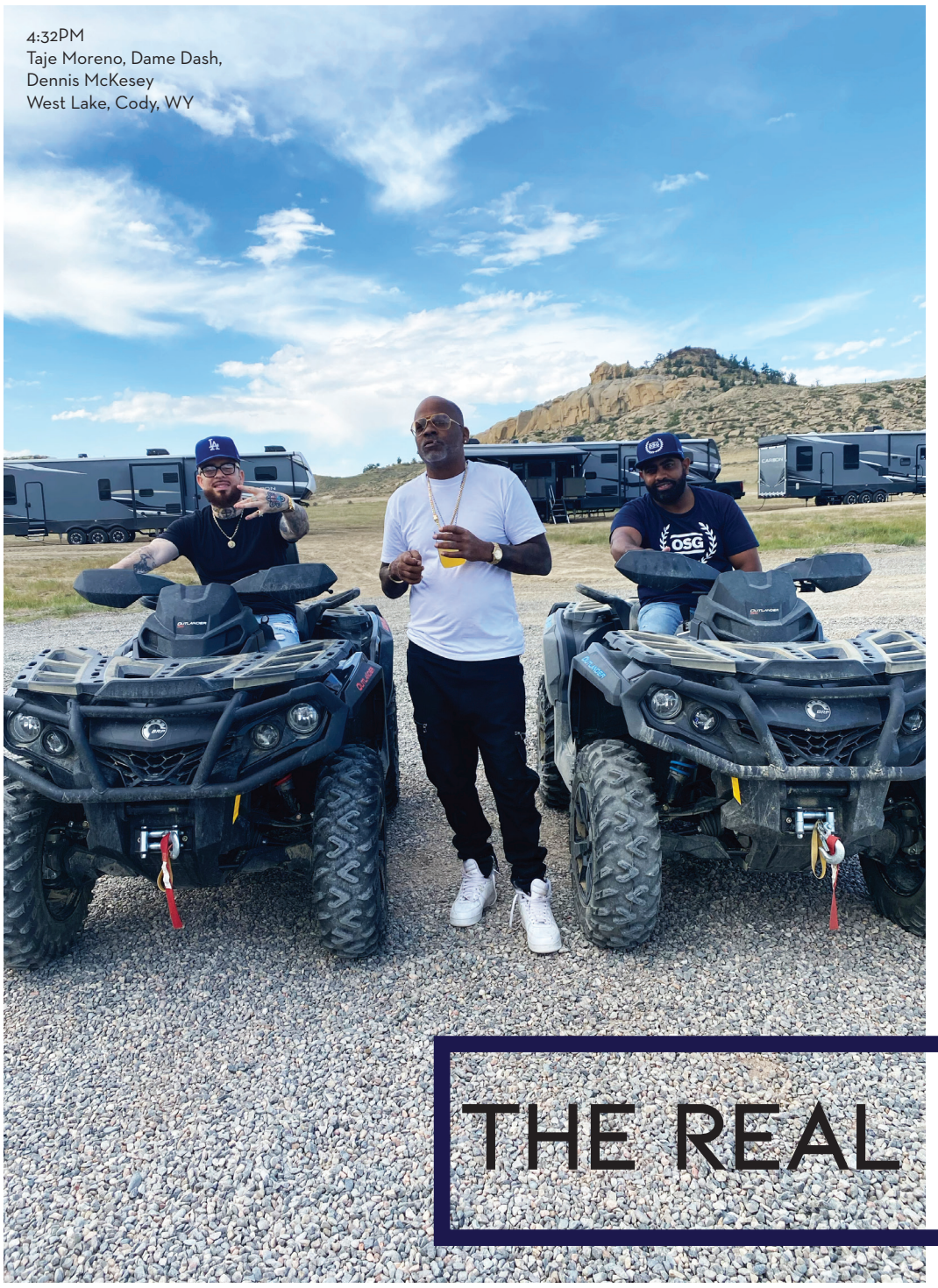
YEEZY



YZY QNTM BSKTBL

YZYTV_10/13_INTERIORPG_200.indd 83 10/13/20 1:21 PM

EDUCATING OUR YOUNG KINGS AND QUEENS



THE REAL BLACK GUNS

YZYTV_10/13_INTERIORPG_200.indd 84 10/13/20 1:21 PM

> *"UNTIL OUR CHILDREN SEE THEMSELVES TRIUMPHANTLY BETWEEN THE PAGES OF THEIR TEXTBOOKS, THEY'LL CONTINUE TO QUESTION THEIR PLACE IN A WORLD THAT MESSAGES TO THEM THAT THEY DO NOT BELONG."*
>
> –DR. MALIK A. SMALL

William Michael Griffin Jr., better known as Rakim, one half of the legendary hip-hop duo, Eric B and Rakim said it best in his ground-breaking track, *Move the Crowd*, the fifth track and fourth single on their debut album, *Paid in Full:* "With knowledge of self, there's nothing I can't solve." It is a line that will forever resonate with me as an 80s baby, hip-hop enthusiast, middle-school principal, and 'edfluencer.'

Across this nation, our children continue to be taught that their history started with slavery. Their power is perpetually stripped away as their teachers have them believe that they were passive participants in the Transatlantic Slave Trade and that even their freedom was a gift bestowed upon them by the White champion, Abraham Lincoln. They are taught to believe in the hype of a great White hope like "Christopher Columbus" who is credited with "discovering" this hitherto undiscovered country and who brought civilization to its "savage" inhabitants who, by the way, were sitting around waiting to be discovered.

Nothing could be further from the truth. Furthermore, this perpetuation of racist beliefs and ideologies reflects the persistence of systemic racism within the educational system and is detrimental to the psyche and spirit of young Black and Brown children, particularly in their formative years.

As we collectively mourn and rise up against the state-sanctioned lynching of George Floyd, Breonna Taylor, Atatiana Jefferson, Aura Rosser, Stephon Clark, Bothan Jean, Philando Castille, etc., we must be intentional in demanding the culturally responsive teaching of our peoples' history. Our children must know that their history is one of resistance and resilience in the face of the historically overwhelming odds we've faced in this country.

Furthermore, I contend that racist teachers and implicit bias murder more children across this country than racist police officers. They murder our baby's spirits, hopes, and dreams and leave them in sunken places which they oftentimes are never able to climb out of.

Kanye West stated, "Most people are slowed down by the perception of themselves. If you're taught you can't do anything, you won't do anything." Our children must be taught that our historic march began tens of thousands of years before we were mercilessly snatched from our homes and placed into the bowels of slave ships by an unsympathetic foe.

"It's important for people to believe in themselves," asserts business tycoon Damon Dash. Black and brown boys and girls should be able to take pride in knowing that it was their ancestors who first developed historic civilizations. Imagine for a moment the pride our children would feel looking into the mirror and knowing that their people created writing, philosophy, mathematics, advanced architecture, astronomy, and theology. Envision how powerful they'd be if they knew that their forefathers and mothers, which included Nat Turner, Harriet Tubman, Denmark Vesey, and Sojourner Truth, fought to free our people from bondage. What if they truly embraced the words of Fredrick Douglass when he espoused: "Power concedes nothing without a demand. It never did and it never will."

Culturally responsive teaching is the primer that will spark the gunpowder of consciousness and self-esteem which will positively propel the bullets of brilliance in our young kings and queens. Our schools must begin to implement anti-racist education and ensure that all children receive a culturally responsive education now.

YZYTV_10/13_INTERIORPG_200.indd 85 10/13/20 1:21 PM

1:02 PM
Dennis McKesey, Senator Eddie Melton, Dame Dash
Cody, WY

OFF SCHOOL GROUNDS: A PLAN FOR A PANDEMIC AND OUR IMPACT

BY: DENNIS B. MCKESEY

"People want the leader to project compassion and an understanding of how the situation is for those concerned, and to project the hope that together we can manage the crisis, even though we don't know everything about the present situation."

(Robson, 2020)

YZYTV_10/13_INTERIORPG_200.indd 86 10/13/20 1:21 PM

Defining Leadership
As a school leader, leadership entails the practice of utilizing varying data sets (student data, teacher data, perception data, school processes data, etc.) to make informed decisions that impact teaching and learning. The five key components of school leadership are:

High Expectations
Instructional Knowledge and Expertise
Organizational Development
Community Building
Emotional Intelligence

Transformational leadership is the most fitting leadership style that allows leaders to provide direction, master crisis management, exercise influence, and leverage communication skills to convey the three E's known as empathy, expectations, and effective feedback. During crises such as the pandemic, leaders also exude emotional intelligence to meet the social emotional demands of stakeholders. This practice enables leaders to connect with staff and to foster an environment of empowerment.

Actions Taken That Have Been Transformative - Assembly of the OSG
Pre-pandemic, my day-to-day work was focused on school leadership development. I worked as an executive coach and trained school leaders throughout the country. My work entailed daily in person visits with principals to support school improvement efforts. When the pandemic heightened in New York City, I had to reinvent myself. Schools closed and I was no longer able to work in brick and mortar. I realized it was important to continue my work with school principals, but I needed a new platform. I saw the need to bring together a collective group of school principals. Inevitably, there was a need to create a virtual platform to support, mentor, and coach school leaders. As a result, Off School Grounds (OSG) became the weekly platform for school leaders to network and share best practices for their continued growth and development.

Top Three OSG Political Foci:

1. **To combat education inequity of marginalized students in urban communities**
2. **Preparing leaders to embrace a "new normal" during and post pandemic**
3. **Leaders as change agents**

During each session, school leaders engaged in dialogue on relevant topics pertaining to visionary and strategic leadership, effective professional and ethical practices, remote leading and learning, trauma, social emotional practices as well as other essential leadership practices that are crucial for increased student achievement. OSG was a safe space that allowed principals to share their struggles and successes. Principals fostered a community of trust and transparency. This family-oriented platform allowed principals to support each other and to strengthen a coalition to advance educational opportunities for students of color. One notable impact of OSG, is that principals are now branching out and starting their own individual projects to advance generational legacy. For example, some principals are in the process of writing their books, starting their own talk show, writing scripts for movies, and much more.

YZYTV_10/13_INTERIORPG_200.indd 87 10/13/20 1:21 PM

The year 2020 Shifted Mindsets
As a man of color, trauma has been a fixture in the communities that I serve. As of late, wrongful actions, such as police brutality, have been normalized. I am guilty for believing that as a Black man we have to work harder to accomplish the same or more than any other race. What I learned about trauma, like any other curable disease, it is something that we can overcome. As educators and leaders, we have to find ways to incorporate therapy so that we can heal from trauma inflicted turmoil. I believe we cannot become complacent with situations that are steadily rising around us. I refrained from watching the George Floyd video because I knew the end result, however the residue of anger, pain, and anxiety left a lasting stench of what it means to be a Black man in America.

As a leader, I know the ultimate question is, how do we protect our young people from harm? How do we explain what is currently happening in our country? It is difficult to comprehend police brutality and systematic oppression, and I also want to make sure I am not displacing my trauma on young people by reposting surfaced clips on social media. The narrative of George Floyd is an event to analyze carefully and to discuss with students who may find themselves in similar situations. The focus should be to address how students can transform their own lives and obtain their dreams. Students need opportunities to engage in a conversation around what are our next steps as a community. The generation that we are cultivating should be granted the opportunity to dream and to think about their futures. No matter our circumstances, we all should be committed to find ways that celebrate the things that are given to us and the opportunities to build on the collective.

The trajectory of COVID-19 is unknown yet, New York City public schools are scheduled to reopen on September 21, 2020 for in person learning. Families, students, teachers, administrators, and affiliated staff members have voiced concerns about their health and safety. However, Mayor De Blasio and Chancellor Carranza have not wavered in their decision to reopen schools. School reopening is a sensitive topic for me because many school leaders that I have grown to connect with and love have endured countless sleepless nights due to COVID-19 related deaths and personal encounters with the virus. Urban communities such as East NY, have suffered tremendously. The inequities and digital divide is prevalent among schools in impoverished communities during the peak of the pandemic. For once, the NYC teachers union and schools administration union were in agreement for postponing school reopening. I am also in agreement with the stance of the union. NYC public schools are not ready to be open; I believe it is in the best interest of the city and state to delay school reopening until there is a strategic plan and solid blueprint to ensure the safety and welfare of each member.

Advice for School Leaders
It is important to balance your professional and personal life. Ensure your days are productive. To do this effectively, you must prioritize your time. When it is time for work, my mind is focused on meeting daily goals. After my work day is completed, I look forward to spending time with my family. They are my peace and joy. Quality time with them means everything to me. Therefore, once I am home I disconnect from work and tend to their needs. Another important balance is finding time for yourself. I make time for myself weekly on Fridays. For me it is “Self-Care Friday” where I dedicate my day to playing golf. Friday is a day I give to myself to recuperate from my week so that I am rejuvenated and prepared to meet the demands of my professional and personal life. Failure to balance your professional and personal life can lead to mental and emotional exhaustion, stress, severe health conditions, and poor job performance.

To keep yourself sane, professional and work life balance is a must.
Consider the following:

Prioritize your time
(screen time on the computer, work, personal, self-care)
Utilize an agenda or planner to map out your day
Be realistic with your daily tasks and learn to say “no” to unnecessary tasks and unwanted meetings
Take a break when you need to
Have fun!
End your day with reflection

YZYTV_10/13_INTERIORPG_200.indd 88 10/13/20 1:21 PM

I highly recommend for all principals, assistant principals, and educators to visit Off School Grounds on Thursdays at 4:00 pm. Look out for our events and join us. Each session extends the opportunity to relax and unwind before engaging in intellectual dialogue with the presence of a live DJ. At the onset of the meeting, the facilitator shares an opening message followed by the topic of the day. The topic lends itself to an open forum for principals to reflect and express relevant issues within their school communities. The closing consists of an inspiring message from an invited guest, who is a leader or pioneer in their respective field. The show has featured celebrity guests such as Ralph McDaniels, DJ Red Alert, Big Daddy Kane, Chuck D. from Public Enemy, Doug E. Fresh, and Dame Dash.

DAMON DASH: Why do you believe I chose you to come to Wyoming?

Dennis McKesey:
I feel that our conversations over the past several months drove you to believe that I would be able to stand there with a level of competence and sincerity about what I felt as an educator. So getting out there and having that conversation was very, very important to me. I honestly felt that I was speaking on behalf of dozens, if not hundreds, if not thousands of educators across the globe about this situation.

When I initially met John, it was because you invited us into a conversation with him. He discussed the curriculum with us. But again, as educators, we've seen curricula come and we've seen curricula go, but now, we're talking about real education reform. We're talking about things that are going to change communities, change the lives of young people, and, to be honest, a curriculum isn't always the best approach to creating those types of changes. As such, most of us were unmoved by John's presentation. Out of respect for you, we didn't disrespect his presentation. We didn't let him know how we weren't impressed by it. But clearly we weren't.

When I met him in person, I had the opportunity to understand further who John was. I also had a chance to see John in a couple of the photos from Kanye's campaign stop in South Carolina. As a person who, I felt, was there to be his advisor, I was a bit disturbed by the fact that Kanye's speech took place under John's watch. As an educator, specifically, I've always felt that you have to be somewhat mindful of the things you say. You also have to create a support system, or insulate yourself, with people who are going to protect you in the event that something inappropriate or polarizing is about to slip out of your mouth. So, I was not impressed by that.

In Wyoming, I felt that it was an opportunity for me to tell him that I didn't feel like Kanye was a great example for educators across the country at that time. As you know, we talked about some of the stuff that Kanye wanted to do. But I wasn't impressed at that point, especially since John was his education guy.

About The Author:
Dennis B. McKesey is the President and Senior Lead Consultant of In Our Best Interest LLC and CEO of the not-for-profit OFF SCHOOL GROUNDS COALITION.

References:
https://www.bbc.com/worklife/article/20200326-covid-19-what-makes-a-good-leader-during-a-crisis

YZYTV_10/13_INTERIORPG_200.indd 89 10/13/20 1:21 PM

"THE RIGHT TO LEARN REMOTELY WHILE FACING A DIGITAL DIVIDE"

BY: AKBAR COOK

Born and raised in the inner city of Newark, New Jersey, this district is my home. I have taken on the role of principal of West Side High School. We service approximately 700 students comprised of 98% black and brown children, all of whom qualify for free and reduced lunch. My children are disadvantaged economically, some socially, and most emotionally. Leading with love and being adaptable to the students' needs, we work tirelessly to remove all barriers in order to enhance their learning experiences. Numerous barriers exist outside of the academic setting which impact student learning, student attendance, and student discipline.

As the principal, I worked with various Google educational products to assist in preparing our students with the technological skills that are needed to work in our global world. My initial implementation of technology-based learning was targeted to a cohort of students who were over-aged and under-credited. Working with my team, a schedule was prepared to ensure students were provided cross-content Project Based Learning that focused on thematic connections while also targeting reading and writing standards through an online platform. This increased student engagement. The success of the students in this cohort generated a stakeholder partnership between West Side High School and Google Creative Labs.

The Google partnership assisted my staff and students as we transitioned to online learning during the pandemic. However, even with the experience of online learning, there were still hiccups transitioning to a 100% virtual environment. The barriers were assessed; they included technological devices, WIFI, teacher experience, scheduling, and attendance. The digital divide took its toll on many of our families. To address this, a phone call center was set up; staff were assigned to teachers to aid in both contacting families and tracking all contact made. Every single child was personally assessed for any barriers, and we worked to remove them.

YZYTV_10/13_INTERIORPG_200.indd 90 10/13/20 1:21 PM



12:42 PM
Laze Elliott, Akbar Cook, Dennis McKesey
Newark, NJ

The analysis of the data identified the primary obstacles: families with one computer per household had multiple children sharing the same device coupled with child hunger. Considering the loss of learning, the building was opened again to provide laptops for our students. A system was put in place to reduce exposure to students and staff while they were obtaining the necessary devices. Optimum Online had partnered with the district to provide families with free internet access. The free WIFI was not easily attainable to our pupils, however. As such, elected officials may want to leverage their power with the Defense Production Act to have corporations troubleshoot for hotspots to ensure that all children across America have WIFI access for learning.

To combat child hunger, I collaborated with Rao's Homemade, the Mayor's Office of Newark, Jersey Cares, and the Community FoodBank of NJ. With their donations, my staff came to the school, cooked, and packaged food for our students and families to eat! Three days a week, students were fed a hot meal and were provided food for the following day.

Teachers did not just post assignments online, but rather they engaged students in learning using an online platform. To ensure the proficiency of this process, I provided WebEx Professional Development that modeled expectations of the virtual classroom. We also assisted our team of teachers to provide engaging lessons based on curriculum and state academic standards. My teams engaged in "Virtual Walk-Throughs" to provide high-impact strategies and feedback. We were all accountable to help our kids succeed— one student at a time, one barrier at a time, thereby, increasing the number of students who were engaged and succeeding in virtual learning.

As we plan to re-open buildings, health and safety are our priorities. A localized approach to a reopening plan needs to be based on the population one services and the needs of the school within the community. Each district is different; each school in a district can have different needs. School calendar years should be amended to provide additional time for training and preparation. Students should have a voice in their learning experience which, then, should impact the verbiage in the opening school plans. It's neither a one-size-fits all option for the whole district nor the country.

YZYTV_10/13_INTERIORPG_200.indd 91 10/13/20 1:21 PM



11:26 AM
Aneeshia Jacko
New York, NY

THRIVING IN A "PLANDEMIC" SUPPORTING OUR EARLY CHILDHOOD LEARNERS

BY ANEESHA JACKO

"THERE CAN BE NO KEENER REVELATION OF A SOCIETY'S SOUL. THAN THE WAY IN WHICH IT TREATS ITS CHILDREN."

–NELSON MANDELA, FORMER PRESIDENT OF SOUTH AFRICA

YZYTV_10/13_INTERIORPG_200.indd 92 10/13/20 1:21 PM



12:04 PM
Aneesha Jacko
New York, NY

As a school leader serving in a large school district, supporting over six hundred four-year-olds, I am humbled to know that every decision that I make has a lasting impact on children and their families. COVID-19 has brought us to a place where we can see and hear all around us the effects a global pandemic can have on our everyday lives. I have learned as a mother and school leader the top three things to think about while supporting our early childhood learners. In order to thrive, nothing is more important right now than having meaningful connections, preparing your environment, and establishing routines as a family and as a community.

1. Make Time for Each Other

Whether it's the beginning, middle, or end of the day, create times where you connect with each other to share how things are going. Make time as a family to discuss how you are feeling, and ask: "What do you need?" Create family routines that will outlast a pandemic. Consider using a mood meter that names feelings. Give children an opportunity to share and name their feelings. Strategically organize family time like a regular movie or game night, snack time, or simply talking over a meal. Having planned down time will alleviate feelings of anxiety and depression while creating neurological pathways to share feelings productively and safely. COVID-19 has exposed our feelings of despair, loneliness, and isolation. The loss of socialization from others can create fear and a sense of rejection in our children losing a sense of self-worth. In order to alleviate the loss of connection and to support the production of endorphins at night, as an example, I ask my boys to share what they are grateful for and we share how our day went. It gives us time to appreciate the time together and helps them sleep. How do you make time for those who you love?

YZYTV_10/13_INTERIORPG_200.indd 93 10/13/20 1:21 PM

2. Environment is the Second Teacher
Leo Vgotsky notes that children grow into the intellectual life around them. Now that school has shifted from brick and mortar to our homes, we have to quickly turn our homes into learning environments. As challenging as it seemed at first, we found ways to make our environment work. Consider simple drawing paper to create monthly self-portraits using crayons and markers and other loose parts that you have around the house. Each space of your home can be transformed into a learning center. Collect the mail and make a mailbox, utilize cereal boxes to study shapes and three dimensional shapes (e.g. sphere, cylinder, rectangular prism) and circulars that come in the mail for environmental print activities. Consider an entire household dropping everything to read for at least 20 minutes a day. Discuss what was read, what was new and what confirmed what you knew already. We have the power to reimagine school as we know it. Reading aloud to children is the single most important factor in a child's literacy development. What is your favorite children's book?

3. Routines, Routines, Routines
COVID-19 has completely changed the way we live. Some of our routines have completely changed to accommodate our many different schedules. Create a regular schedule that is posted either daily, or weekly in a space in your home. Schedules give children a sense of time, space, and orientation. Discuss the day, time, and your location. This is a great time to practice your address and telephone number with the youngest members of your family. These skills will transfer over well at home and at school when you are ready. COVID-19 has also created pathways for us to be mindful of how we clean and sanitize. Have children regularly wash their hands for at least 20 seconds to the tune of singing the alphabet or the happy birthday song before and after they eat and go to the bathroom. Having clear routines provides children a sense of responsibility and care for themselves and others. A sense of independence and autonomy is key to support a well-developed child.

Conclusion:
While you might feel unsure about how to show up for children during a time of uncertainty, there is nothing more important than letting your little one know that you love them and that you are problem solvers together. Let's call this a national "Plandemic" where we find pathways to the unimaginable dreams that will come from an unprecedented time in all of our lives. If you feel you need to talk to someone about your children's goals academically, reach out to your child's school administrator or parent point person at your school and someone will be there to support you. Our children are watching us, let's show how resilient we can be to create pathways for greatness!

About the Author:
Aneesha Jacko is a 21 year veteran working in the third largest Early Childhood program in NYC. Aneesha has been married for over eight years and is a mother of two boys, Sy Maximus who is going to the fourth grade and Avi Daniel who will be going into the second grade. She has been a member of Off School Grounds since April 2020. Her company's, *The Results Are In*, mission is to support others to have the impact that transforms lives and empowers change.

YZYTV_10/13_INTERIORPG_200.indd 94 10/13/20 1:21 PM

YZY

YZY



YEEZY GAP

YZYTV_10/13_INTERIORPG_200.indd 95 10/13/20 1:22 PM

WHAT COVID HAS REVEALED ABOUT MY LEADERSHIP, FROM MY PERSPECTIVE.

BY DR. ANISSA REILLY

What does one do when the entire world pauses? What does one do when you are experiencing an unexpected global event that interrupts how you live and lead? These are questions I faced when the governmental leaders decided to close school buildings in March 2020.

YZYTV_10/13_INTERIORPG_200.indd 96 10/13/20 1:22 PM

As the news to shift to remote learning was being released on the airwaves, I had already been on a medical leave for three months. My interaction with the school was through my trustworthy assistant principal (AP) who had assumed the role of acting principal in my absence. Our frequent talks began as daily debriefs and then moved to her seeking advice or receiving assurance regarding her decision-making. Our talks made me smile because it was a joy to watch her lead. Eventually, this frequent check-in became sporadic and my phone rang less and less. I would anxiously await her call to hear about John (name changed) and his antics or about Samantha (name changed) and her new drama-filled event. Those stories helped me to stay connected to my babies or as society called them, my students. As I waited, it soon became obvious my phone was not going to ring. The student had become the teacher, it was bittersweet. When the announcement was made to shut the building, instantaneously, that all changed. My phone began ringing non-stop. In addition to receiving calls from my AP, non-stop calls from family members and colleagues started to flood my line asking my opinion. I found myself with no answers. We were all facing the same event at the same time, and there was no book or mentor to turn to for guidance. With all of the uncertainty before my school community, I knew I needed to fully step back into my position as the leader. A decision most welcomed by my AP. My 16 years of school leadership experience was needed at this time. This experience would be essential in knowing what we needed to focus on while sifting through the complexities and ambiguity of what lied ahead. As I began leading through this uncharted territory, I was thankful for the three days of faculty professional development the Department of Education provided in an effort to help us prepare for the switch from teaching and learning in a brick-and-mortar setting to a fully virtual one. Unbeknownst to us at the time, this would be a critical piece to our success. I assembled our already established team of individuals comprised of teachers, instructional coaches, and administrators and set the task before them. Our school's mantra, "We are the Solution!" was clear, and it laid the path as we forged ahead with planning. We left that uninterrupted six-hour planning session confident we were ready to offer our school community clear direction. At the conclusion of the three days of training, school staff applauded us for the team's nose-to-the-ground dogmatic approach with preparing them to make an unprecedented move.

At that point in time we were unaware of the magnitude of neither what was to come nor the history being made.

YZYTV_10/13_INTERIORPG_200.indd 97 10/13/20 1:22 PM

As each day passed, it became more and more evident to me why the best books on leadership stress certain characteristics needed for present and effective leaders. Besides having the ability to communicate the vision and mission of the organization, the following three rose to the top in very unique ways.

1. The Need for Systems and Structures is Critical:
I have built the school's daily operations on systems and structures rather than my personality. This allowed everyone to know what we do and how we do it, irrespective of how I am feeling. Having a system allows everyone, including the boss, to be accountable to it without bias. A central requirement when operating this way, calls for at least one individual to be an expert in at least one major area of the school/business so he/she can properly and succinctly field questions aligned with one's expertise. Once all pertinent areas are covered and the team is assembled, the inner-workings of the entire company are present. Distributing responsibility in this manner does require trust, but it also creates an opportunity for greater attention to detail. Operating this way prior to COVID-19, created a seamless transition to remote learning because the experts remained experts and focused on making it come alive in the virtual space. There is an old saying, "Many hands make the work light." That is exactly what happened because of this approach to leadership.

2. The Development of a Functioning Team is Essential:
In schools, we may call them Professional Learning Communities, but I want to establish new thinking with this type of team I am referring to. If I had to give it a name, I would title these like-minded individuals, "The A-Team." In the entertainment industry, there are "A-List" celebrities and "B-List" celebrities. I am pretty sure if we all created our very own A and B celebrity list, there is a high percentage our lists would be identical. Understanding that concept is the thinking behind the name of "this" school team. My "A-Team" was specifically hand-picked by me based on what I noticed on my daily walks and conversations. They were comprised of staff that believed in and were dedicated to implementing the vision I had for the school. Some had a voice that was respected by me and their colleagues, while others were quietly hiding in the shadows ready to step into the light. My goal of assembling them was to not only have them assist me with moving the agenda of the school but to also groom them to be the next leaders. This leadership grooming process started approximately two years earlier, and it fully blossomed during this crisis. Not only was I able to concentrate on what my position required, but I was also able to sit back and watch the team help their colleagues with learning the various online platforms, help families navigate online school, and attend to the emotional needs of the students. I began to see that as I poured into them they were able to pour into others. It was this constant pouring and refilling that generated our success.

YZYTV_10/13_INTERIORPG_200.indd 98 10/13/20 1:22 PM

3. Having Intimate Relationships Matter:
Prior to our full-time lockdown state, I was blessed to be part of a very small sister circle comprised of principals. We would laugh and trade stories about our school day. Our talks sometimes included giving advice and offering solutions. When the pandemic hit, this relationship became a key ingredient in maintaining a clear head and an emotional balance. As the days in the house grew to weeks and then months, our talks went from professional to personal. We would laugh and cry, scream and be silent, or simply just send conflicting emotional emojis. When it became obvious one of us was about to fall off the ledge, the rest of us would band together to pray and remind that seemingly unsteady one how strong and brilliant she was. We offered assistance to lighten the load for that day for whatever was needed. I remember one time we needed to find alcohol wipes for one sister-friend, and we all began frantically searching the web at various times in the night. The New Living Translation of the bible says, "Two people are better off than one, for they can help each other succeed. If one person falls, the other can reach out and help. But someone who falls alone is in real trouble" (Ecclesiastes 4:10). We were/are more than two people, and I am forever thankful for my "Principal Sisters!!"

It has been six months since children have graced the threshold of my school building. As I ponder the reopening and the move to blended in-person learning for some, my mind remembers the moment when schools were shut and the ambiguous feelings that occupied my headspace. Those thoughts are quickly accompanied by nervousness and anticipation I have never felt before my yearly school opening. I attribute these conflicting feelings to the knowledge I now have about how this virus ravages the community and sucks the life out of others. What I have learned is leadership matters. What I have learned is to stay the course. It is said, "Real Leaders are forged in crises," and this crisis has definitely separated the weak from the strong. I am grateful I am still standing strong.

YZYTV_10/13_INTERIORPG_200.indd 99 10/13/20 1:22 PM

CONSTANCE GOODWINE-LEWIS

PRINCIPAL
BROAD RIVER ELEMENTARY
PRE-K TO 5TH

This COVID-19 experience has been something else for me professionally and personally. As a very hands-on leader, it forced me to find other ways to ensure that my staff and students felt my energy (my passion, my love). I also had to make sure that energy was always uplifting and positive! “For as everyone knows when the principal sneezes, everyone catches a cold.” Personally, it forced me to find some balance. I work too much and so I overly provide for my family in “things” and “deeds” alike. This, in turn, leaves nothing for me. I really took some time to reacquaint myself with myself!

YZYTV_10/13_INTERIORPG_200.indd 100 10/13/20 1:22 PM

As a leader, I had to be a risk-taker and have more of a social media presence as an avenue to connect with my families. We did a "Virtual Family Dinner" where my students and families picked up taco kits from Moes Southwestern Grill and posted pictures of their dinner in a post on our school's Facebook Page. I also did live video updates from my home and the school and posted them. I am not one to be in front of the camera. 😂 In addition, I would pose questions on our school's Facebook page that required responses from parents and pictures of my babies to be posted. I had to get my eyes on them somehow.

My saddest story is that I look at the home of one of my families from my office window every day. It's right across the street. Two of the children attended this school under my leadership as principal. Their sweet grandmother always makes sure that we're okay if she sees too much first responder commotion on campus, and I know she prays for me. I feel her energy. I love you Ms. Blondell! Well, I received the heart-wrenching call that her daughter, the mother of those two kids, had a stroke and died. So, I look out of my window at that home every day and I am pained to know that there is a void in that sweet, loving family. Then I pray for them.

My best story of all is that my doorbell rang in June. My husband opened it to find an "itty bitty" person standing before asking, "Is Mrs. Lewis home?" I went running to the door to find my sweet, precious Mariah! She says to me, "I have been asking my Mommy to bring me to see you EVERYDAY (and I am sure she did 😂) and she finally brought me. Mrs. Lewis, I miss you so much. I love you. I want to hug you, but Mommy says I can't hug you." Confession: I hugged her! ♡ (With her Mom's permission of course!)

Personally, COVID-19 and all that comes with it has hit our family hard! It spun our family when my mother-in-law had a stroke in April. She was rushed to the hospital from her home alone while my husband and father-in-law watched helplessly. She remained in the hospital alone for weeks. We were unable to see her, and as an effect of the stroke, she lost her ability to speak. So, we couldn't be there to see what was happening and she couldn't tell us. We had to totally rely on our faith in God. Then, two months later, my brother, my sister-in-law, and both of my sister-in-law's parents caught "The Virus." My brother's mother-in-law, Sweet Mama Sybil, passed away from complications caused by COVID-19. She was a nurse at our local hospital and the first staff member to pass away from virus-related causes. Mamas are everything to a family. These occurrences were complete devastations to our family.

A huge takeaway for me was that I am me when things are normal and when there is a pandemic. I had to learn that, "My message is always the same, but my delivery may just have to look a little different!"

In all things give thanks! Every experience makes you stronger and wiser. It also allows you to be an influencer and a resource to others. It gives you a testimony! It instills empathy, humility, and understanding. All necessary attributes to be a great person and an influential leader!

YZYTV_10/13_INTERIORPG_200.indd 101 10/13/20 1:22 PM

1 DREAMS REIMAGINED

BY DENEISE MCKESEY

"GRATITUDE HAS TRANSFORMED MY VIEW OF THE WORLD."

–DENEISE MCKESEY

It is so hard to get my words down on paper, but when I think about the lasting impact that it can have on others, I am still overwhelmed with the process but empowered by the opportunity. Reflecting on this past time of a pandemic, I have been in a reflective mode.

Wearing many hats as a wife, mother, and entrepreneur, I have learned in the midst of a crisis how important it is to have core values that help me to stay grounded and focused on my goals. If I could take time now to think about my top three keys to success in COVID, I would say they are to step up, speak up, and act.

YZYTV_10/13_INTERIORPG_200.indd 102 10/13/20 1:22 PM

Wife & Partner

As a wife of 17 years, I have learned the importance of my role as a "Wife." I have supported my husband in all of his endeavors behind the scenes. If he had a goal in mind, my job was to help bring it to fruition. Executing the plan and keeping the wheels in motion like a well-oiled machine. Now, during the pandemic, I am no longer in the background but closer to working side by side with him. This has been a tremendous transformation for me because it has helped me to become more confident in my role as a helpmate. The number 17 symbolizes self-discipline, compassion, responsibility, spiritual awareness, and wisdom. I know that captures my current relationship so well.

We have been blessed that our marriage has grown much stronger during this time while many others are contemplating divorce. This time together has brought us a greater appreciation of each other's role because we are spending a CONSIDERABLE amount of time together now. We can see for ourselves the number of things we both do on any given day. Between the countless Zoom meetings, conference calls, coaching, and mentoring of school leaders, I have never had the opportunity to see him in action. One day, he said, "You do a lot, I never realized how many things you do." That single statement gave me validation of my purpose.

Mother

Meryl Streep shares that, "Motherhood has a very humanizing effect. Everything gets reduced to essentials." I remember at the beginning of COVID, my son wanted to go to a birthday party for one of his close friends. As difficult as it was, I had to tell him he couldn't go because he had a preexisting condition and I did not want to put him at risk of being exposed. Trying to explain to a 15-year-old the times that we are now living in with a disease that is still unknown brought back tearful memories of him being premature and me being hospitalized with my daughter in utero for ninety-nine days. Telling him that he couldn't go to a party reminded me of the journey we endured just to bring them both into this world. As Moms, we risk it all to protect our children, making sure that we have everything in place that will help them to not only survive in this world but to thrive in life.

During this pandemic, I have learned that my kids need me. No matter who else is around, they come to me for EVERYTHING. We heard a lot about essential workers and their importance in saving our lives during this crisis. I now equally have great respect for mothers who have the task of just doing it all. It reminds me of how essential the role of a mom is— to comfort, care for, and to provide a safe environment for them to feel loved, seen, and heard. While they don't have the opportunity to be outside of the house as much as they would like, or travel as a family as much as we are accustomed to, we do have time to spend together with each other and to create our "own" spaces so that we can live.

While others may have felt this pandemic has disrupted their entire lives, I am grateful for the disruption. This has been such a reflective journey for me because I had the opportunity to sit in silence and think about what was next. Reinvent yourself! This was one of the earliest episodes of OSG and it still resonates with me today. Reinventing myself was the most pivotal moment of this pandemic. I recognized that I am a wife, mother, and so much more to many others. But for me to be better, I had to begin to shift my focus to myself. Self-care was extremely important during this time for me to maintain my sanity. How can I continue to support my family if I do not take time for myself? I had to begin each day being grateful in every aspect of my life. Gratitude has given me the drive to accomplish anything that is put before me. Gratitude has transformed my view of the world.

YZYTV_10/13_INTERIORPG_200.indd 103 10/13/20 1:22 PM



1:02 PM
Saint JHN, Governor, Dame Dash, Biggs Burke
Cody, WY

SAINt JHN GOVERNOR DAME BIGGS

INDUSTRY LEGENDS CAME TOGETHER IN CODY
TO COLLABORATE AND CREATE MUSIC IN THE WILD.

BEAT BUSINESS

YZYTV_10/13_INTERIORPG_200.indd 104 10/13/20 1:22 PM

PUSHA T



11:32 PM
Pusha T, DeVon Wilson, Dame Dash
West Lake, Cody, WY

PUSHA T SPENT LESS THAN 24 HOURS ON THE RANCH, BUT HE HAD TIME TO TALK MUSIC AND LEND EXPERTISE.

YZYTV_10/13_INTERIORPG_200.indd 105 10/13/20 1:22 PM

JUSTIN BIEBER



9:28 PM
Dame Dash, Justin Bieber
West Lake, Cody, WY

THE BIEBS DROPPED BY THE RANCH WITH HAILEY & TWO TOUR BUSES TO LAY SOME VERSES. IT WAS A GREAT VISIT FOR OLD FRIENDS & NEW MUSIC.



9:24 PM
DeVon Wilson, Justin Bieber
West Lake, Cody, WY

YZYTV_10/13_INTERIORPG_200.indd 106 10/13/20 1:22 PM



10:14 PM
DeVon Wilson, Kanye West, Justin Bieber
West Lake, Cody, WY



11:31 PM
Chris Gosch, Dame Dash, Justin Bieber, Chinnakrit Soonthornwan
West Lake, Cody, WY

YZYTV_10/13_INTERIORPG_200.indd 107 10/13/20 1:22 PM



10:27 PM
DeVon Wilson, Kanye West, Justin Bieber, Ronny J
West Lake, Cody, WY



10:39 PM
Justin Bieber, Kanye West, DeVon Wilson
West Lake, Cody, WY

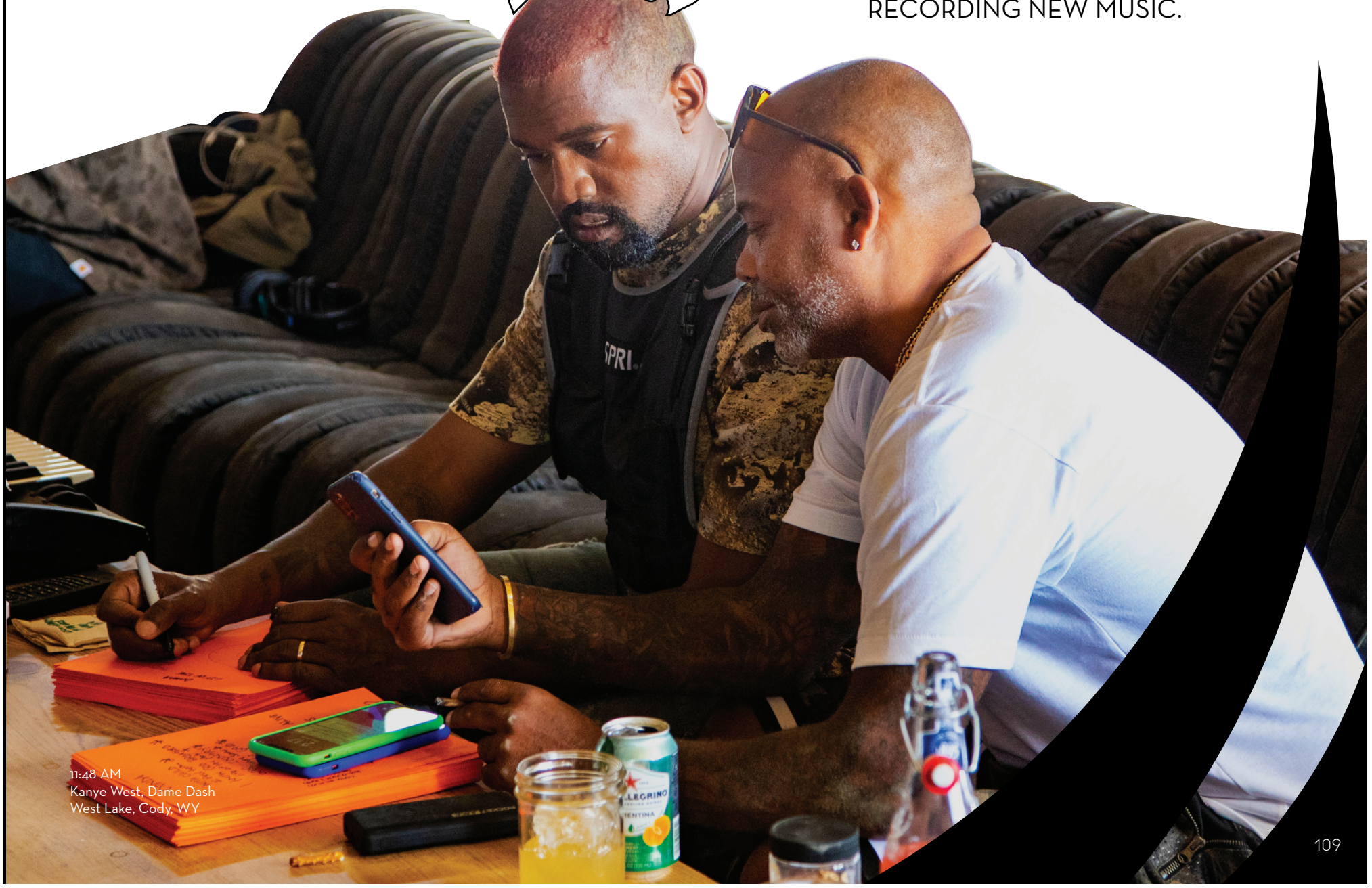
YZYTV_10/13_INTERIORPG_200.indd 108 10/13/20 1:22 PM

KANYEWEST



10:41 PM
DeVon Wilson, Kanye West
West Lake, Cody, WY

KANYE GOT BUSY BEHIND THE MIC IN CODY, WRITING & RECORDING NEW MUSIC.



11:48 AM
Kanye West, Dame Dash
West Lake, Cody, WY

YZYTV_10/13_INTERIORPG_200.indd 109 10/13/20 1:22 PM

CHANCE THE RAPPER



7:32 PM
88-Keys, Chance the Rapper, Kanye West, Dame Dash, Don C, John Monopoly
West Lake, Cody, WY

CHANCE THE RAPPER MADE A SHORT APPEARANCE ON THE RANCH TO UPLIFT HIS OLD FRIEND KANYE.

YZYTV_10/13_INTERIORPG_200.indd 110 10/13/20 1:22 PM



7:18 PM
88-Keys, Kanye West, Dame Dash, Chance the Rapper, Don C, John Monopoly
West Lake, Cody, WY

YZYTV_10/13_INTERIORPG_200.indd 111 10/13/20 1:22 PM



YZYTV_10/13_INTERIORPG_200.indd 112 10/13/20 1:22 PM



YEEZY BOOST 700 MNVN PHOSPHOR

YZYTV_10/13_INTERIORPG_200.indd 113 10/13/20 1:22 PM




Just for a Walmart Run
DAMON DASH ...
LEAVES RANCH WITH
KANYE WEST
TMZ
Kanye West, Dame Dash
Walmart, Cody, WY
2:24 PM





2:34 PM
Kanye West, Dame Dash
Walmart, Cody, WY

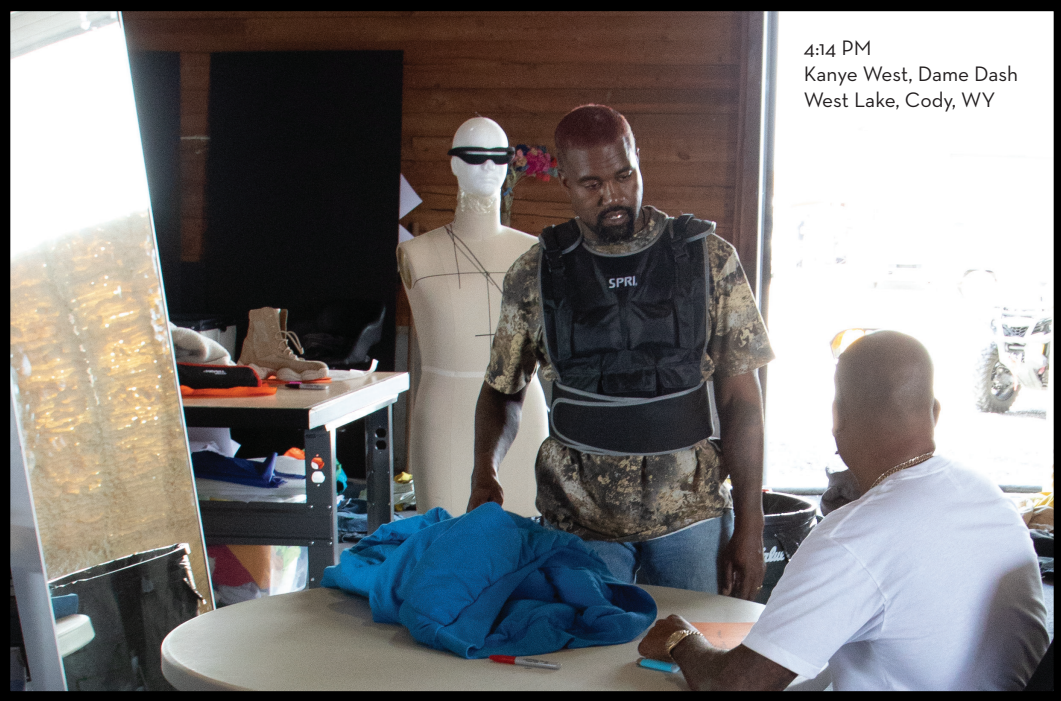


4:06 PM
Mercedes Maxwell, Joey George, Vanessa Beecroft, Kanye West
West Lake, Cody, WY



4:27 PM
Kanye West, Vanessa Beecroft, Mercedes Maxwell
West Lake, Cody, WY

YZYTV_10/13_INTERIORPG_200.indd 116 10/13/20 1:22 PM



4:14 PM
Kanye West, Dame Dash
West Lake, Cody, WY



4:36 PM
Kanye West
West Lake, Cody, WY



5:09 PM
Ava Dash, Greg Ross, Willy Chavarria, Moustapha Diagne, Emma Bergey
West Lake, Cody, WY

YZYTV_10/13_INTERIORPG_200.indd 117 10/13/20 1:23 PM



7:48 PM
Kanye West, Mercedes Maxwell
West Lake, Cody, WY

YZYTV_10/13_INTERIORPG_200.indd 118 10/13/20 1:23 PM





7:52 PM
Chris Gosch, Kanye West
West Lake, Cody, WY

7:57 PM
Mercedes Maxwell, Kanye West
West Lake, Cody, WY

YZYTV_10/13_INTERIORPG_200.indd 119 10/13/20 1:23 PM



8:33 PM
Kanye West, Mercedes Maxwell, Spekulor Crew
West Lake, Cody, WY



8:24 PM
Mercedes Maxwell, Kanye West, Spekulor Crew
West Lake, Cody, WY

8:29 PM
Mercedes Maxwell, Kanye West
West Lake, Cody, WY

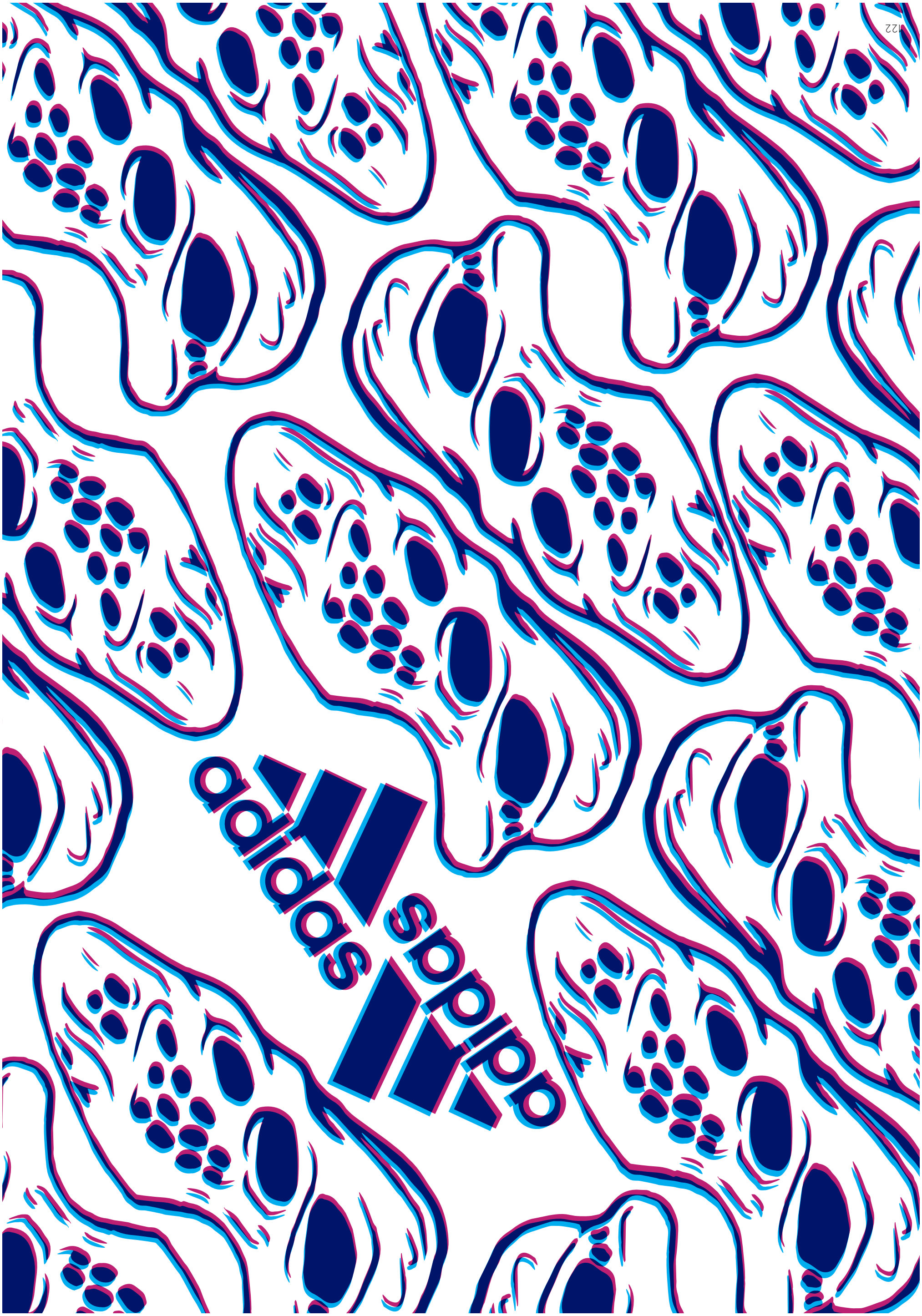
YZYTV_10/13_INTERIORPG_200.indd 120 10/13/20 1:23 PM



8:16 PM
Dame Dash, Kanye West, Fonzworth Bentley, Spekulor Crew
West Lake, Cody, WY

8:01 PM
Kanye West, Dame Dash
West Lake, Cody, WY

YZYTV_10/13_INTERIORPG_200.indd 121 10/13/20 1:23 PM



YZYTV_10/13_INTERIORPG_200.indd 122 10/13/20 1:23 PM

YEEZY FOAM RNNR ARARAT



YZYTV_10/13_INTERIORPG_200.indd 123 10/13/20 1:23 PM

RAQUEL M. HORN

EDITOR IN CHIEF

DAMON DASH ONCE TOLD ME

that the things that frustrate us about others are the problems that we recognize in ourselves. This is a mentality that I try to maintain and remind myself of daily. The reality is that we can become personally tested when things start to trigger us. For people like me, you can hear this over and over again on a daily basis, but sometimes you have to really experience it or witness it for it to actually click.



6:12 PM
Dame Dash, Raquel M. Horn
West Lake, Cody, WY

When we first embarked on our trip to Wyoming, I will not lie, I was nervous. For one, there was still a pandemic and secondly, I was almost six months pregnant. I was, understandably, concerned about being around more people, especially all of us being in one room. There would be more people there than I had seen during all of the quarantine. Additionally, Kanye had been going viral the past few days with his presidential candidacy and the fact that he just made GAP billions of dollars by announcing the YZY GAP partnership. Any one of the many projects that Kanye works on is enough to stress anybody out, but to juggle all of these major deals at the same time can't be easy. Even in admiring his genius and tenacity, intuitively, we knew something was off. When Damon called to check-in, he asked us if we could fly to Wyoming. We left within 24 hours. Damon would never say no to his brother or anyone else who was reaching out for help.

We boarded the flight and once again, I was nervous. Yet, the privileges of flying in a private plane outweighed my anxieties. We rode in complete comfort on board the new Citation Latitude and arrived in Cody early that afternoon. From there, we ventured to the West Lake Ranch.

Upon stepping out on the ranch, we found it full of sheep, horses, loads of heavy machinery, and our favorite dynamic duo of a donkey and llama who seemed inseparable. Damon did not hesitate to get focused and hone in on the task a hand—guiding his brother in a time of need. He met with everyone who was currently on Kanye's team. He also spent all day in the Barn where everyone worked to assess the full operation. In the meantime, he handled all of his personal business as well.

By that evening Damon knew what to eliminate and what to keep around. Within 24 hours of us arriving, the ranch had transformed into a much quieter and calmer atmosphere. The dream of God's country was now a reality, and the overall pleasure of big skies, snow-capped mountains, and open rolling plains was becoming a reality too.

YZYTV_10/13_INTERIORPG_200.indd 124 10/13/20 1:24 PM

From then on the environment went from stressful to fully creative. Damon and Kanye started a movie, worked on music, discussed business, created fashion, and rode around in ATV's. It felt like a family-run business. After a few days, Damon flew Ava in to visit and she immediately found her niche. By the next day, she was starring in the movie With Child, creatively directed by Vanessa Beecroft, and making an appearance in the movie Stoned, directed by Damon.

With all this new creative stuff going on, Damon encouraged me to pick up my camera and shoot, so I did just that. I took photos of the movies, the band The Black Guns, and the overall environment. Before I knew it, days turned into weeks and by week two, we had created so many viable assets that we were all ready to go home and start editing.

This amazing experience became the catalyst for this premiere edition of the magazine. This magazine is a showcase of two weeks living on the West Lake Ranch and all that happened while a team of creative, dynamic, and diverse people convened there. Without the encouragement and push from Damon, this new creative endeavor would not be possible. Without the assistance and hard work of Nicolette, whose passion and creativity motivates so many others, this wouldn't be possible. Finally, without the hard work and commitment of the design team, Alanna and Jennifer, who were able to adapt and absorb the creative authenticity of this project, you wouldn't be reading this now.

As Editor-in-Chief, I can't stress enough the importance of surrounding yourself with the right people; people who will empower and encourage you; people who will keep you strong and make you feel safe while bringing out the best in you and being aware of your triggers.

It is also my sincerest hope that something that you read in this magazine will inspire you, challenge you, and help you tap into your inner strength and your outer power.



3:42 PM
Raquel M. Horn
West Lake, Cody, WY

YZYTV_10/13_INTERIORPG_200.indd 125 10/13/20 1:24 PM

NICOLETTE DURHAM:

HEAD DESIGNER OF DAME DASH STUDIOS



10:07 AM
Ava Dash, Nicolette Durham
Los Angeles, CA



1:04 PM
Nicolette Durham
West Lake, Cody, WY



1:37 PM
Nicolette Durham
West Lake, Cody, WY

Everything moves differently over here. One minute we're on stage performing— the next we get a call to hop on the jet to Cody, Wyoming the same night. It was like walking into another world... I loved the creative atmosphere, the things Kanye imagined, he was able to bring them to fruition and execute quickly. I was with Dame the whole time as he was regulating the ranch with the snakes in the grass... there was nobody better to come in to do that. I got the opportunity to get on the mic and do a verse when The Black Guns were playing for Kanye. I handed him the mic and he started jamming with the band. It was a moment that reassured me that I was on the right path.

YZYTV_10/13_INTERIORPG_200.indd 126 10/13/20 1:24 PM

I loved seeing the people from my team realize their dreams in front of them as well. We all trusted the process and got to experience some cool shit together. Dame gave us all roles to play in the movie Stoned. I did my own mini stunts (falling in gravel, drunk falling on the table) which I LOVED. The thing about it is, the movie captured a moment in time, incorporating the people that were around us in that instant, and solidified it in our history. With the ATVs, sheep herds, lakes, and the thousands of acres to explore— it was a giant playground. When it comes down to it, we were there for love, like a personal love army coming to look out. Every day was something interesting and I look forward to where it goes from here.



7:56 PM
Nicolette Durham
West Lake, Cody, WY



3:21 PM
Nicolette Durham, Valor Gosch
Cody, WY

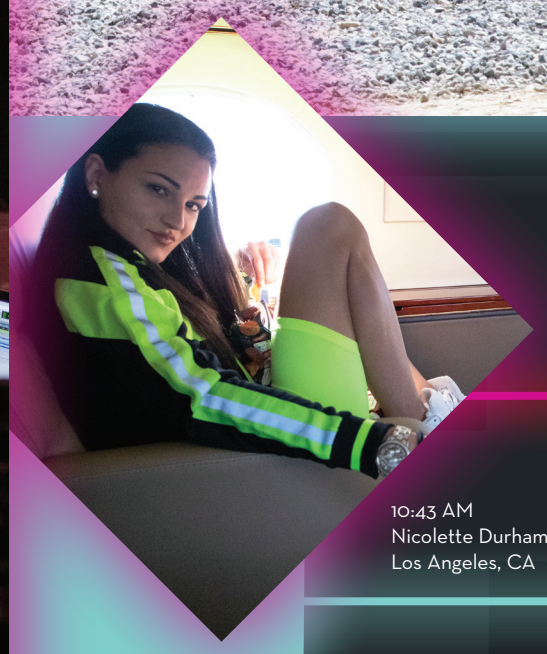


12:01 PM
Nicolette Durham
West Lake, Cody, WY





10:58 PM
Devon Wilson, Kanye West, Justin Bieber, Nicolette Durham, Dame Dash
West Lake, Cody, WY



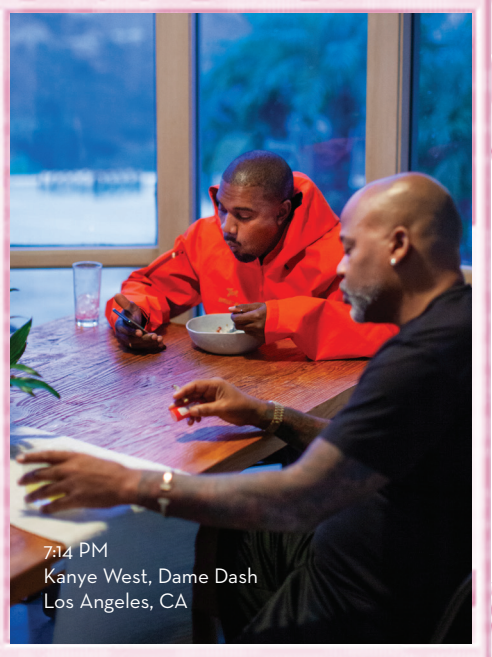
10:43 AM
Nicolette Durham
Los Angeles, CA

YZYTV_10/13_INTERIORPG_200.indd 127 10/13/20 1:24 PM

Mr. West, Meet the Designers

ON BEING A BOSS BITCH –ALANNA GRACE CARROLL

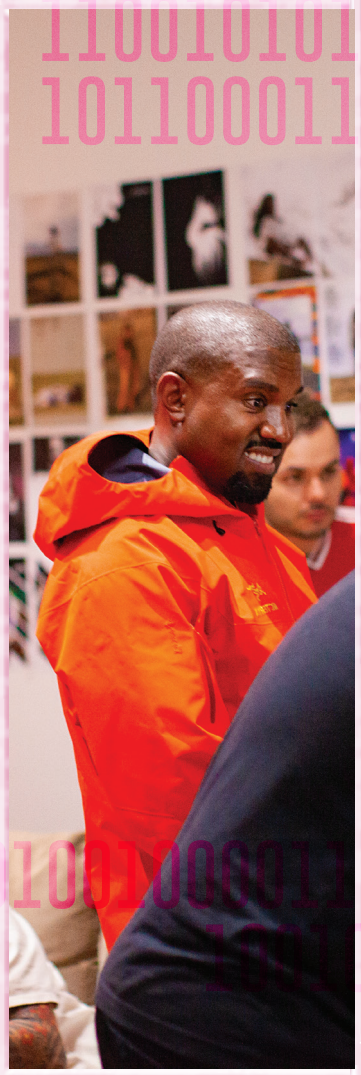
Making art about boss bitches is a major source of comfort when the world seems to be careening off the rails. I spend all my free time drawing pictures of powerful, sexy women doing cool, sexy things, so I typically don't have the time to eat stir fry with the likes of Kanye West. This project allowed an exception to that rule, or maybe life really does imitate art. I've lived in LA long enough for it to be strange how few celebrities I've met, but when I showed up for my first day on a new project and was told that I would be designing a magazine with some of the most influential creatives in the world, the excitement didn't allow room for doubt. I was allowed the liberty to design spreads that were true to my creative sensibilities, and my editor, Raquel, had all the right instincts. Dame told us Kanye was coming over because he had seen a glimpse of what we were making and wanted to see more. Kanye floated into the studio in a cloud of calm self-assurance and complimented my weirdest, dearest designs with a quiet voice and a big smile. He interrupted me to ask for another bowl of stir fry and Dame made sure Kanye noticed all the dopest details in the magazine. In the orbit of these badass artists I feel like a boss bitch, especially when the first handshake I experienced in months since they were cancelled for non-COVID compliance, was from Kanye West.



7:14 PM
Kanye West, Dame Dash
Los Angeles, CA



7:47 PM
Kanye West, Dame Dash
Los Angeles, CA





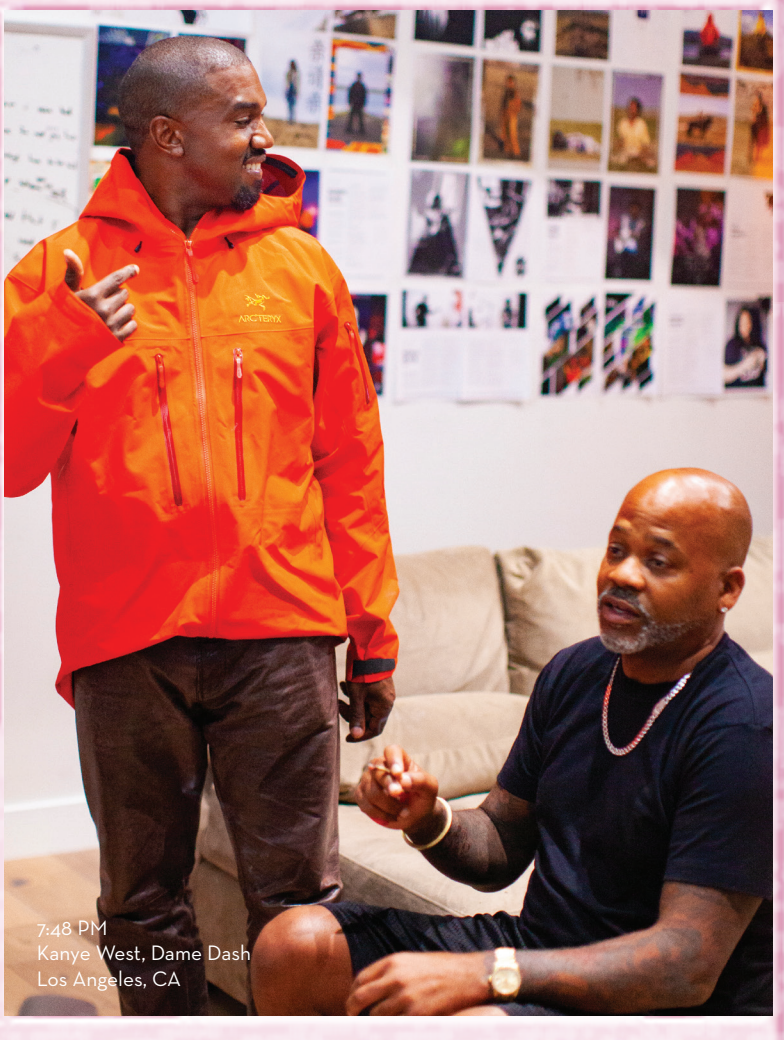
7:41 PM
Kanye West, Nicolette Durham, Dame Dash, Jenni Zeller, Alanna Carroll
Los Angeles, CA

YZYTV_10/13_INTERIORPG_200.indd 128 10/13/20 1:24 PM



8:03 PM
Dame Dash, Kanye West, Michelle Hindle, Nicolette Durham, Antonio, Marat Shaya, Jenni Zeller, Aisha Shaya
Los Angeles, CA





7:48 PM
Kanye West, Dame Dash
Los Angeles, CA



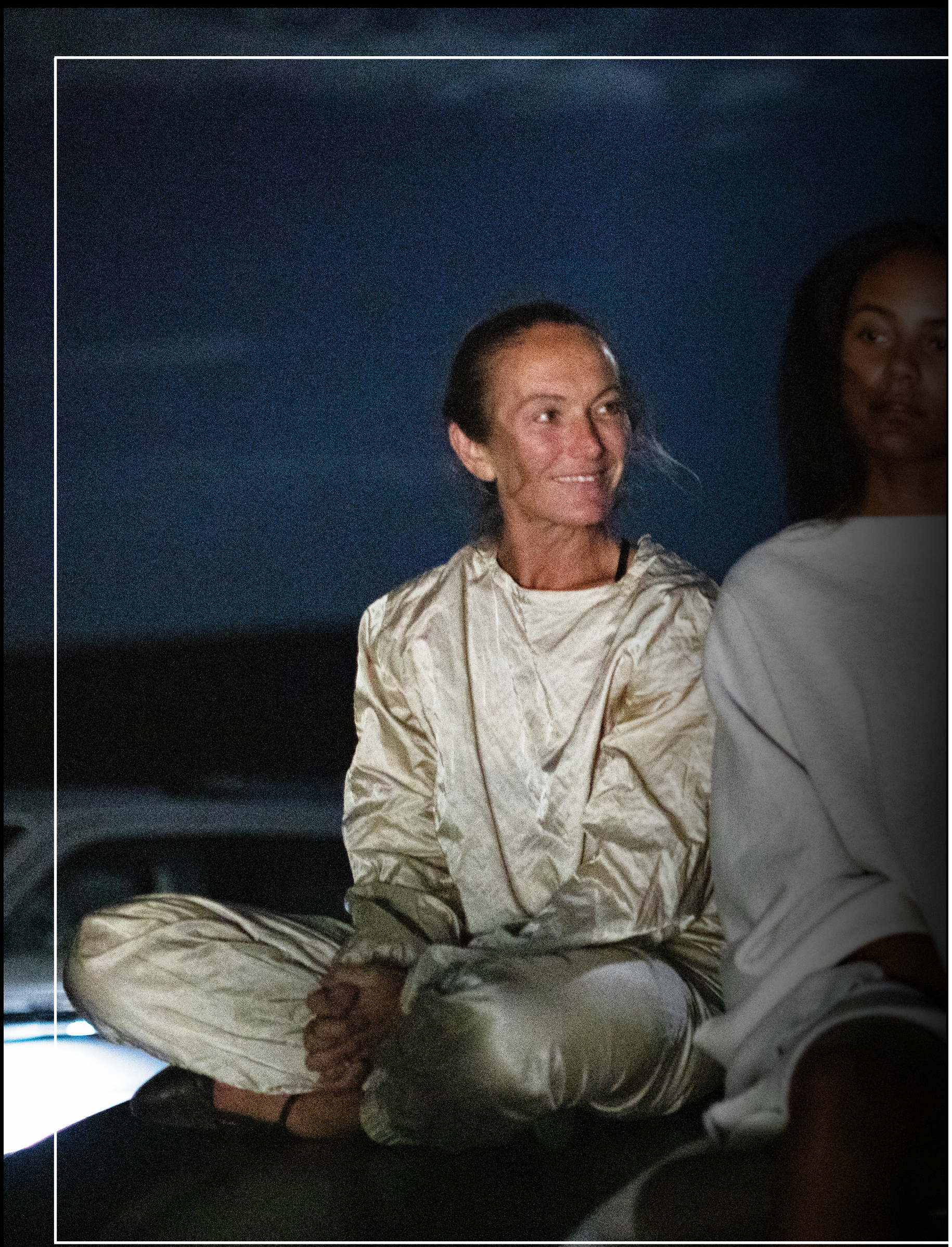
7:51 PM
Alanna Carroll, Jenni Zeller, Kanye West, Nicolette Durham, Dame Dash
Los Angeles, CA

COZY WITH KANYE –JENNI ZELLER

Smoke covers the city, Black Lives Matter demonstrations are still occurring, and COVID-19 is the public's obsession. Coming back to LA in its current state was already stimulating enough, so finding myself in the same room as Dame Dash was thrilling. However, meeting Kanye West was a next-level surprise. We're prepping for our final proof of the magazine when Dame comes in on a video call to show off what our team has created. I'm too focused on my screen to notice the face on the phone this time—it's Kanye West. Dame casually says, "Kanye is stopping by... "

Kanye is just going with the flow, grabbing a bite to eat, visiting his friend's new house, getting cozy on the couch, watching raw cuts of films with the team, and looking over our magazine layout. All with a smile. The entire group felt like a fun, creative, and eclectic family taking time out to watch movies together with a home-cooked meal, even during collaboration. Having Kanye stop by made the evening feel like a Friendsgiving in September. We even went out to Dame's studio to listen to The Black Guns play live music after. Even with the world's drama as our setting, meeting Kanye was the best homecoming to LA I could have asked for.

YZYTV_10/13_INTERIORPG_200.indd 129 10/13/20 1:24 PM



11:43 PM
Vanessa Beecroft, Ava Dash
West Lake, Cody, WY

YZYTV_10/13_INTERIORPG_200.indd 130 10/13/20 1:24 PM

VANESSA BEECROFT

WHEN AND WHERE DO YOU FEEL MOST CREATIVE ?

Usually I feel creative all of the time, but the most creative I feel is when I get out of a comfort zone— that would be one's home and country. So when I mentioned earlier the third world, I meant when I go to places that have absolutely no comfort, they bring you back to your humanity. That's when I really feel creative. In an environment that is so comfortable, where I have everything I want, all of a sudden I get cloudy and I don't want to create much. So, for example, I go breathe in Mexico; it's just around the corner. I go take a breather and come back to the United States where I feel the LEAST creative. The United States is like a desktop— you get everything you want, you get everything done. But you don't really have a sense of humanity, like connecting with nature or connecting with your basic needs. An example would be in South Sudan or an area in Italy and all of a sudden you are confronted with what is just simple. Then I feel more creative because you have to create your own image, not what is already all over the place.

"YOU HAVE TO CREATE YOUR OWN IMAGE. NOT WHAT IS ALREADY ALL OVER THE PLACE."

–VANESSA BEECROFT

WHAT PROJECT HAS GIVEN YOU THE MOST SATISFACTION IN YOUR CAREER?

Usually a combination between the classical education I received in Italy and the contemporary world problems. The combination of the two gives me satisfaction, especially if I can simplify with just a gesture. One single, like it could be one line from A to B.

WHAT HAS BEEN THE BIGGEST OPPOSING FORCE IN YOUR CREATIVE JOURNEY?

The most opposing force in my creative journey is real life. When I'm alone in the studio, I can keep going forever, but then I'm a woman. I want kids. I get married. I have a house. I have a child. I have to feed them, but that is the LEAST creative. It drags me down. So every morning, I wake up and I say, "Do I pursue my creative journey?" Meaning I just don't eat. I don't have kids. I don't have a house. I don't drive. Or, do I embrace the fact that I'm a human being that has to fulfill those needs? So the compromise between the two is the answer to that question.

HOW DO YOU STAY CREATIVE IN SUCH A YOUNG, MEDIA BASED WORLD?

Well, I was lucky enough to be raised in Italy and the Mediterranean and so that is a very ancient civilization. You walk on marble. You have sculptures and frescas all over the place. And so to stay creative, I go back there. Whenever I walk in Burbank, I think about Sicily and the middle of the two keeps me creative. I don't get too caught up in either of them. I pick a place that is neither of them. You always feel you're never where you're supposed to be, then you can stay creative. If you're in Beverly Hills, you miss Jamaica. If you're in Jamaica, you miss Greece. If you're in Greece, you miss the Bronx. And you keep displacing yourself. When you displace yourself, you're creative.

WHAT PARTS OF YOUR STORY MOST INFLUENCED YOUR WORK?

Unconsciously the story of your life is what informs your work. If you're true to your life, the work will be true to others. I feel if you try to be true to yourself and be candid enough to communicate that to the world, it is your truth. For example, Kanye does that very much. The world would be informed with something valuable. So, just stick with whatever is your true self and try to stay within your humanity. It's not easy, it's very complicated today.

YZYTV_10/13_INTERIORPG_200.indd 131 10/13/20 1:24 PM

HEAVY MACHINERY



6:03 PM
West Lake, Cody, WY



7:44 PM
West Lake, Cody, WY



7:18 PM
Mercedes Maxwell
West Lake, Cody, WY



7:24 PM
Dame Dash
West Lake, Cody, WY

YZYTV_10/13_INTERIORPG_200.indd 132 10/13/20 1:25 PM


7:53 PM
West Lake, Cody, WY


11:36 AM
West Lake, Cody, WY


7:23 PM
West Lake, Cody, WY


8:32 PM
West Lake, Cody, WY

YZYTV_10/13_INTERIORPG_200.indd 133 10/13/20 1:25 PM



LAND

4:02 PM
West Lake, Cody, WY



AIR

11:28 AM
Raquel M. Horn, Dame Dash
Los Angeles, CA

WATER



6:32 PM
Kanye West, Dame Dash, Ricky Anderson
West Lake, Cody, WY

YZYTV_10/13_INTERIORPG_200.indd 134 10/13/20 1:25 PM

4:39 PM
Dame Dash, Governor
West Lake, Cody, WY



TANKS BOATS ATVS BACKHOES MUSCLE CARS JETS DRONES



3:23 PM
Dame Dash, Ava Dash
West Lake, Cody, WY



2:31 PM
Dame Dash
West Lake, Cody, WY

YZYTV_10/13_INTERIORPG_200.indd 135 10/13/20 1:25 PM



2:12 PM
West Lake, Cody, WY

HORSE POWER

FRESIAN HORSE

Recognizable by their impressive size, luxurious mane and tail, glossy black coat, and elegant neck carriage, Friesians are one of the most elite and beautifully bred horses in the world. Originally bred as warhorses, they are strong and expressive, yet possess a lovely temperament and are suitable for all styles of riding. There are 14 Friesian horses on West's ranch in Cody, Wyoming– each more striking than the last.

FRIENDS ON THE RANCH

West's ranch is home to a llama and a donkey who are *best* friends. They spend their days grazing, playing, and checking in on guests. Governor, Dame's dog, had a close encounter with the llama in a rare moment away from the donkey. Although they expressed interest in collaborating, the llama decided to go in a different direction.



2:03 AM
West Lake, Cody, WY



5:04 PM
West Lake, Cody, WY



11:14 AM
West Lake, Cody, WY

YZYTV_10/13_INTERIORPG_200.indd 136 10/13/20 1:25 PM



YZYTV_10/13_INTERIORPG_200.indd 137 10/13/20 1:25 PM

CODY, WYOMING

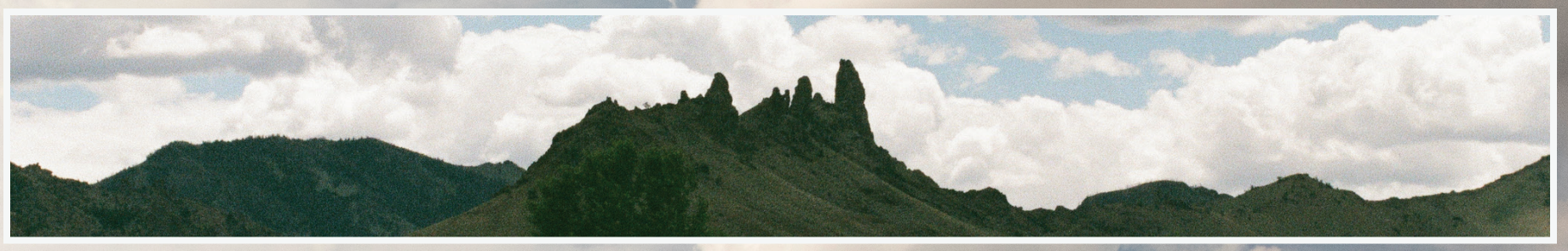


6:22 PM
Dusko Ranch, Cody, Wyoming

YZYTV_10/13_INTERIORPG_200.indd 138 10/13/20 1:25 PM



8:37 PM
Cody, Wyoming



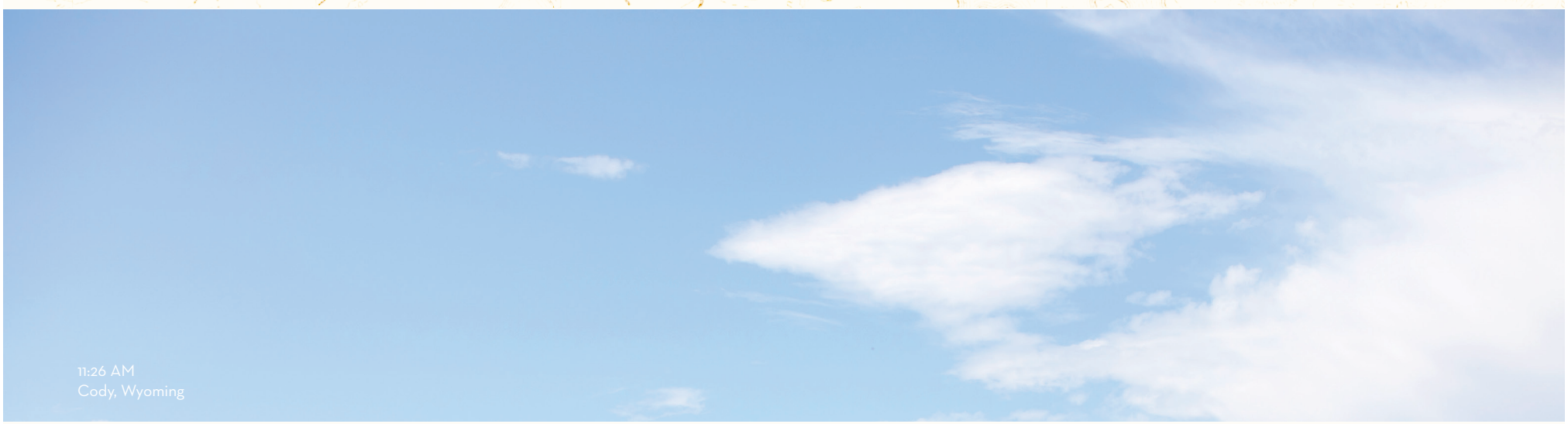
2:24 PM
Cody, Wyoming

ELEVATION: 4,997 FEET
POPULATION: 9,828

YZYTV_10/13_INTERIORPG_200.indd 139 10/13/20 1:25 PM

CODY, WYOMING WILL BE TO KANYE WEST WHAT DAYTON, OHIO WAS TO THE WRIGHT BROTHERS

A creative retreat and natural marvel, the “Wildest Way into Yellowstone” is home to some of the most striking vistas and captivating wildlife in the world. Blue skies span in every direction and rugged mountains surge out of rolling grasslands, as herds of antelope stampede past grazing sheep. Cody embodies the beauty and intensity of the untamed west.



11:26 AM
Cody, Wyoming



11:27 AM
Cody, Wyoming



11:28 AM
Cody, Wyoming

YZYTV_10/13_INTERIORPG_200.indd 140 10/13/20 1:25 PM



12:04 PM
West Lake, Cody, Wyoming

PRONGHORN ANTELOPE

Found only in North America, they are the second fastest land mammal in the world, surpassed only by cheetahs. Scientists believe they evolved to be so fast in order to outrun their now extint predator, the American cheetah.



12:11 PM
West Lake, Cody, Wyoming



SHEEP RANCHING IN WYOMING

There are almost 350,000 head of sheep in the state, and the industry is a major part of Wyomings rich history. The sheep living happily on West's ranch will facilitate a "seed to sew" fashion manufacturing model.

12:19 PM
West Lake, Cody, Wyoming

YZYTV_10/13_INTERIORPG_200.indd 141 10/13/20 1:26 PM











YZYTV_10/13_INTERIORPG_200.indd 142 10/13/20 1:26 PM